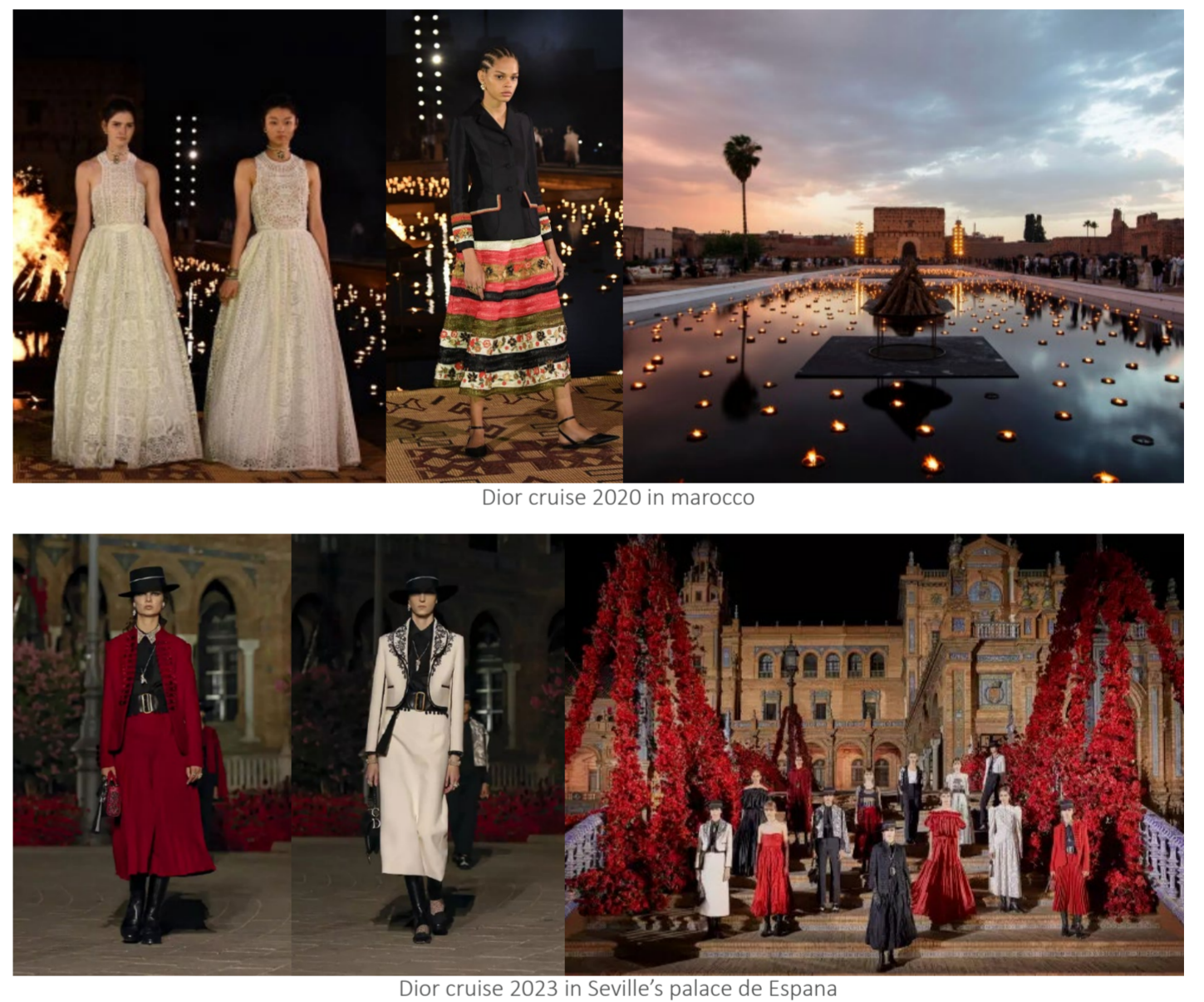
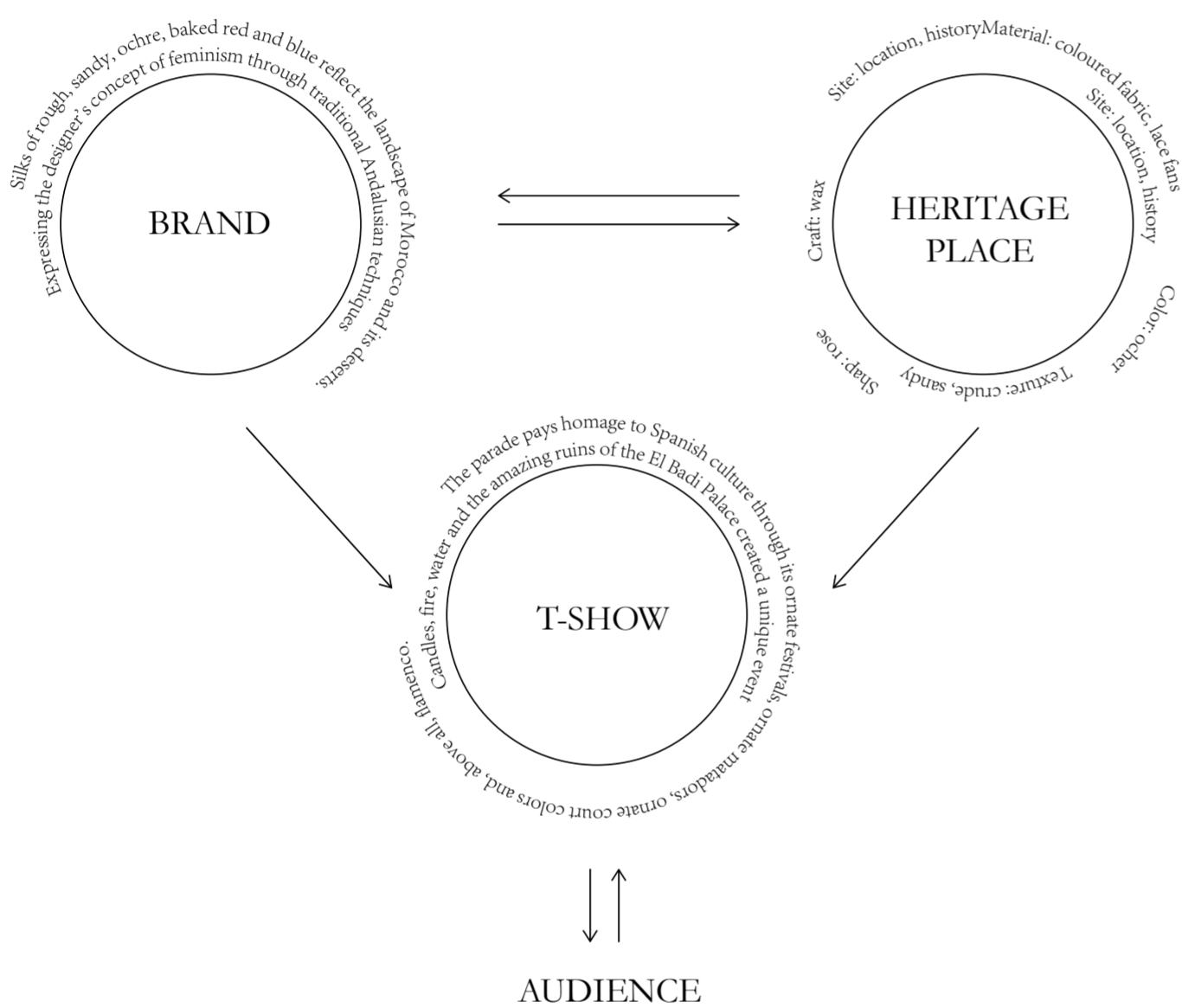
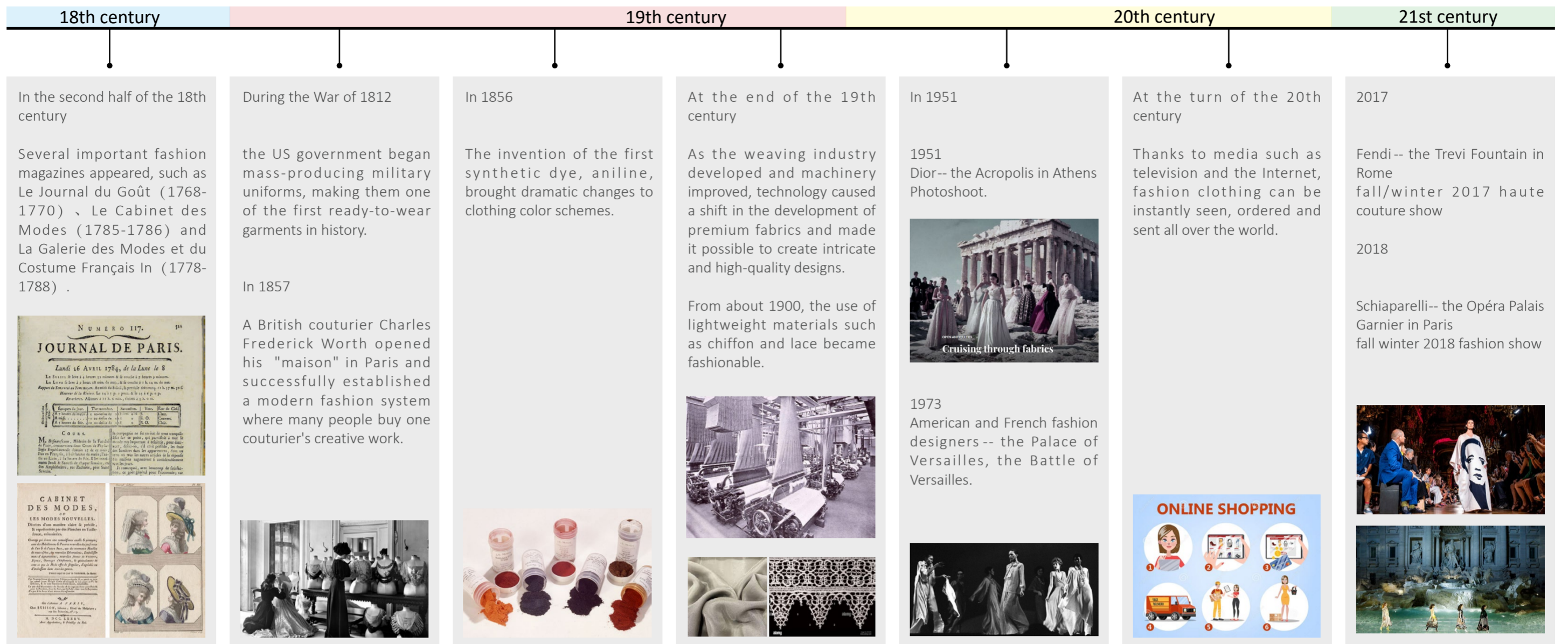
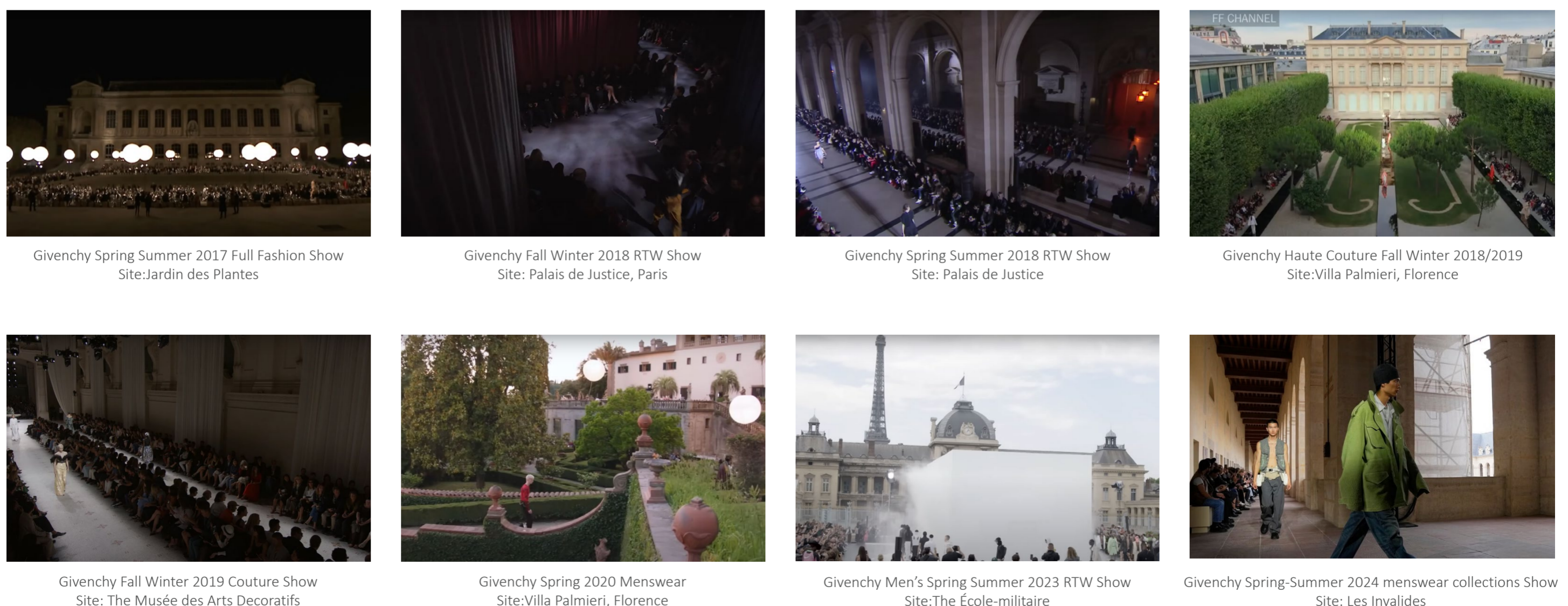
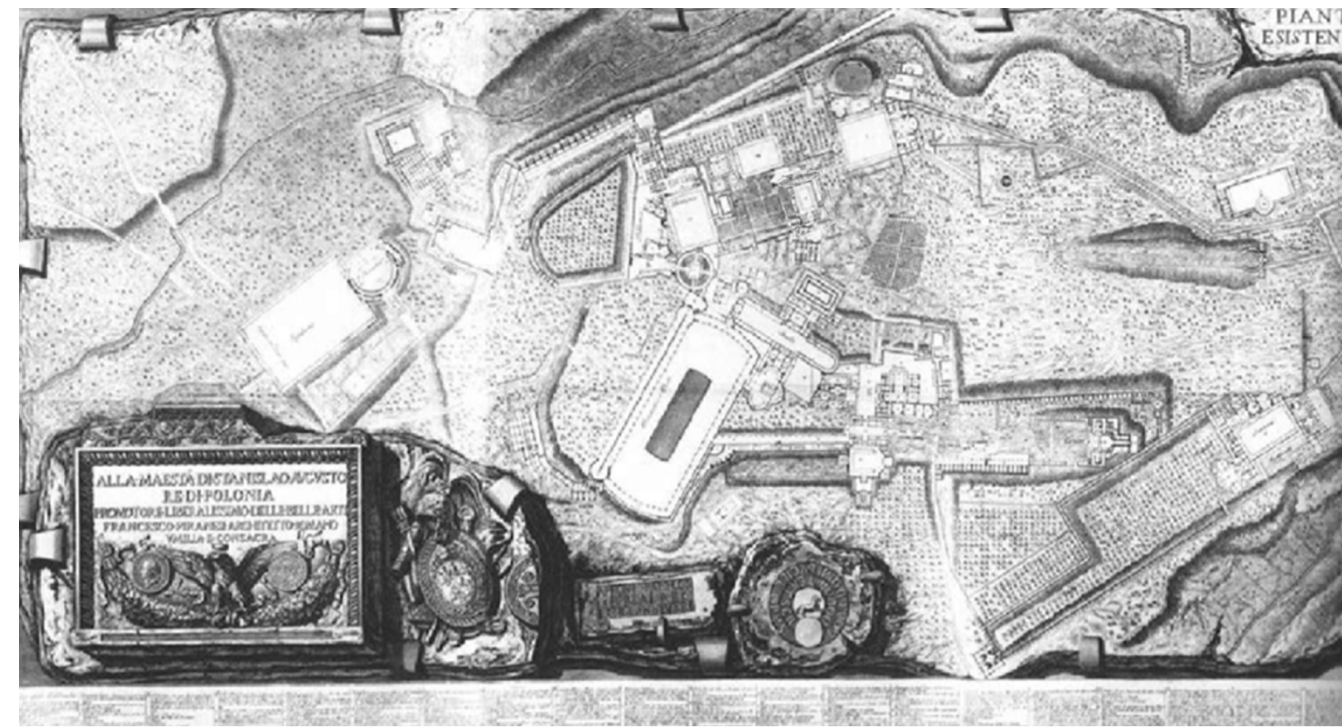


Driving force of the fashion industry



GIVENCHY's Shows in historical building





Villa Adriana is a large complex of ruins located in Tivoli, Italy, about 30 kilometers east of Rome. The villa was designed as an ideal city, incorporating architectural traditions of Ancient Greece, Rome, and Egypt.



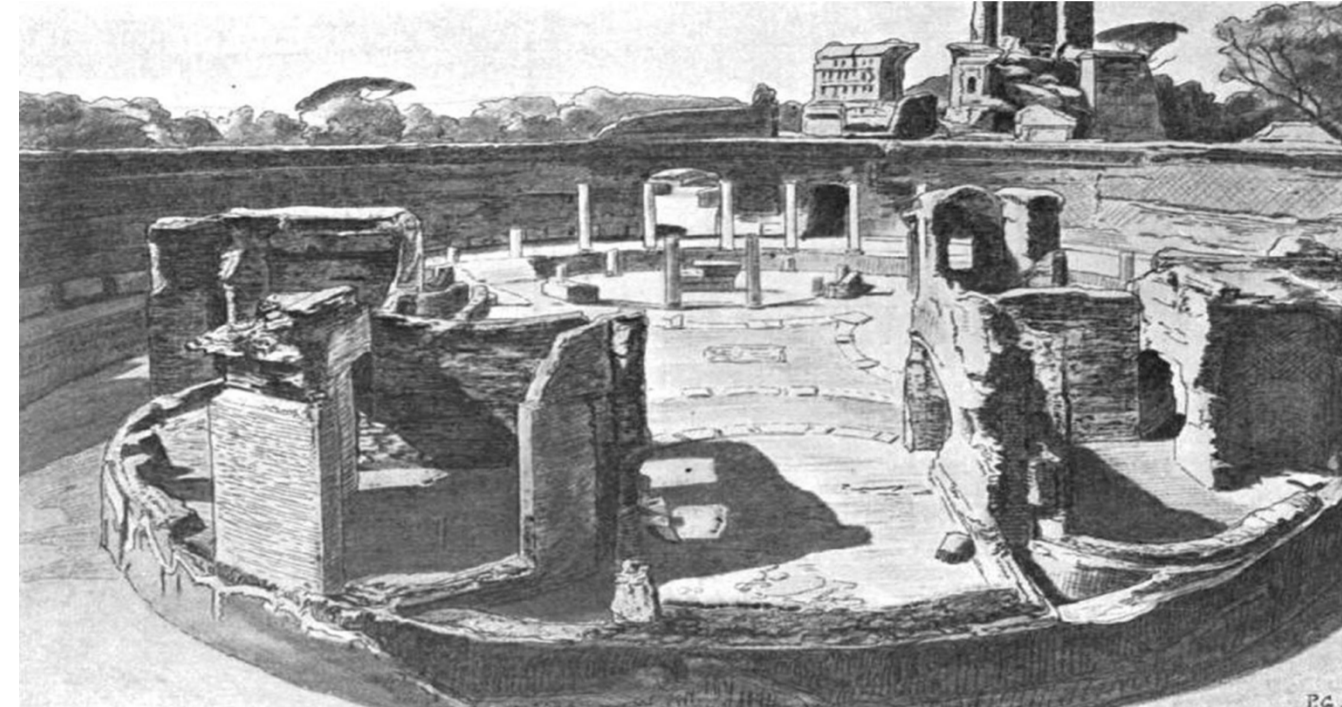
Piazza d'Oro, in the northern edge of the villa, is a vast building with a rectangular open court filled with flower-beds and water basins. It was used as a banqueting area because of its luxury with its peristyle garden which was adorned with fountains and estuaries.



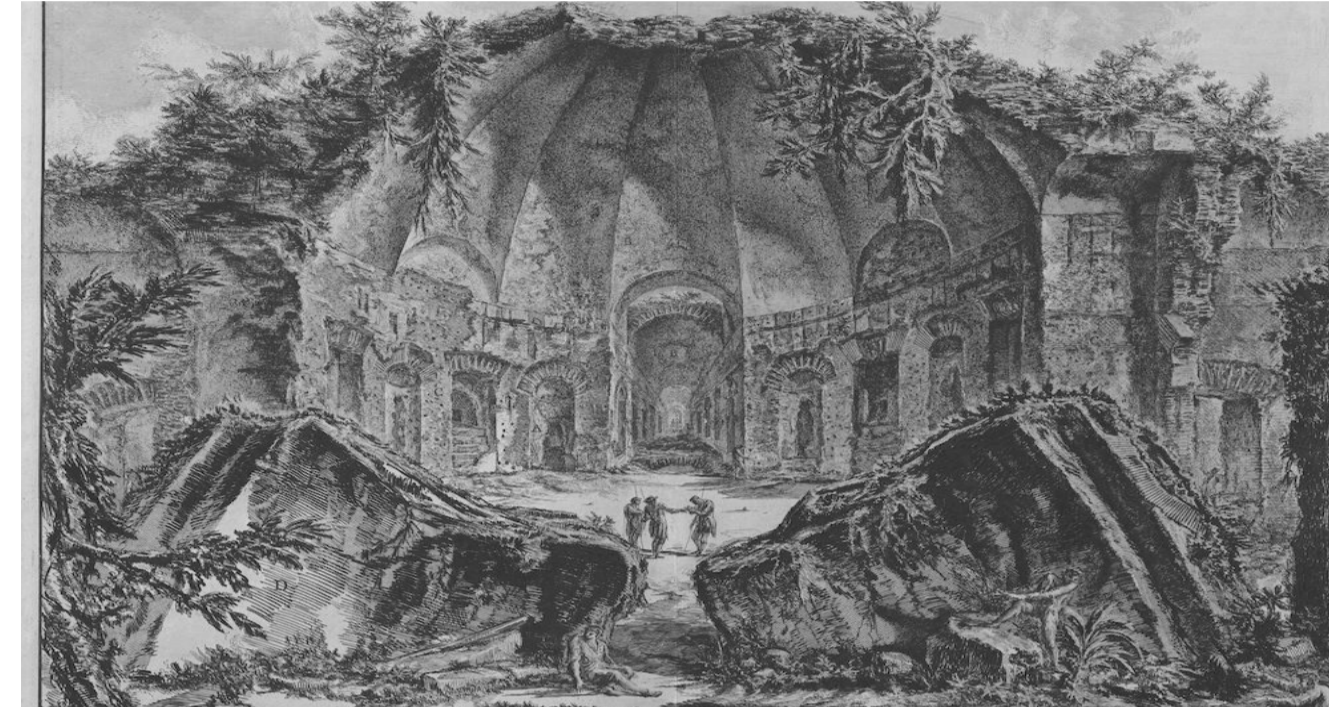
It and the small baths next to it were built after the establishment of the baths of Helioaminus and belong to the extension phase of the villa. It is situated on the south-east side of the Pecile, and its main structure is of brick, with rooms covered with vaulted ceilings.



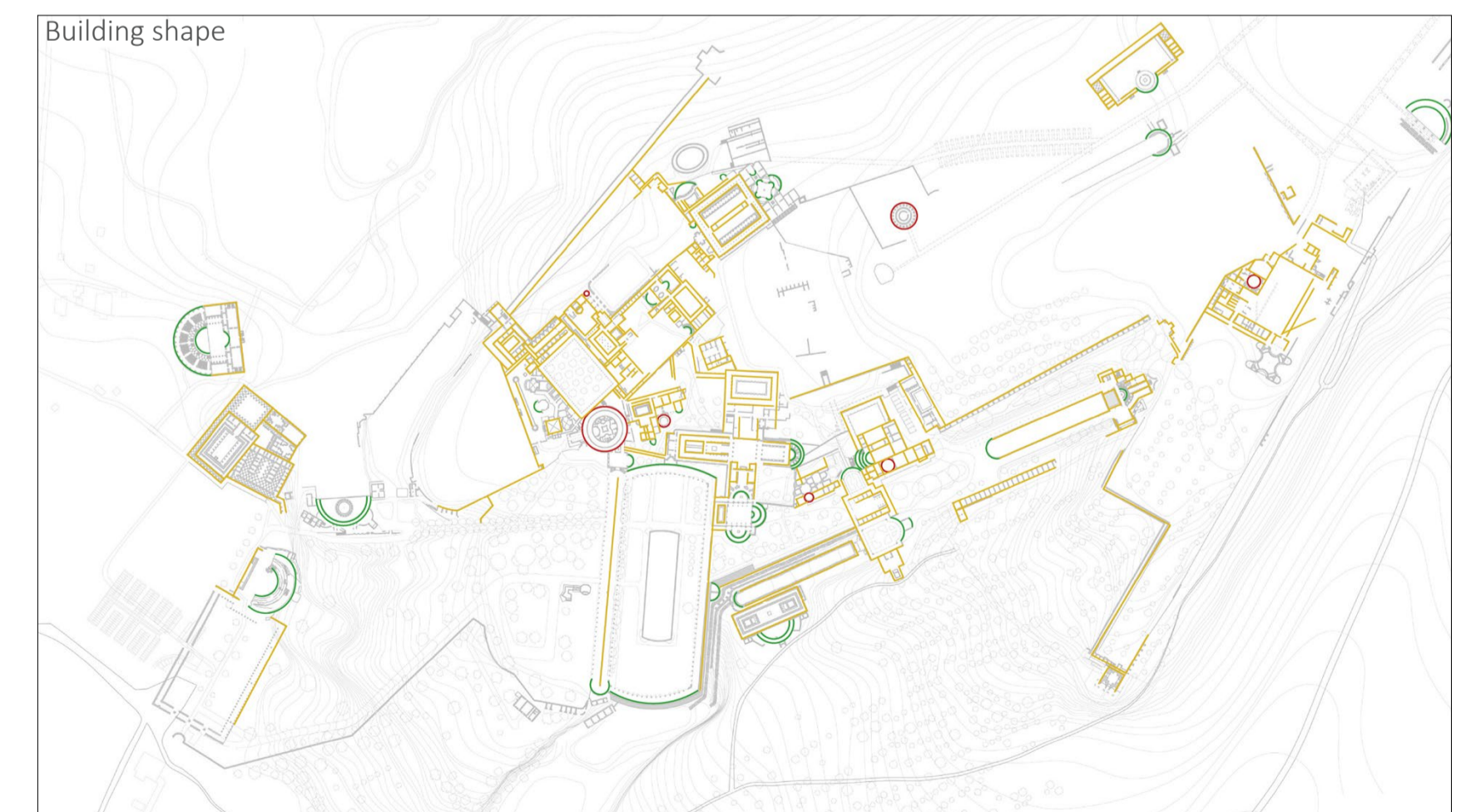
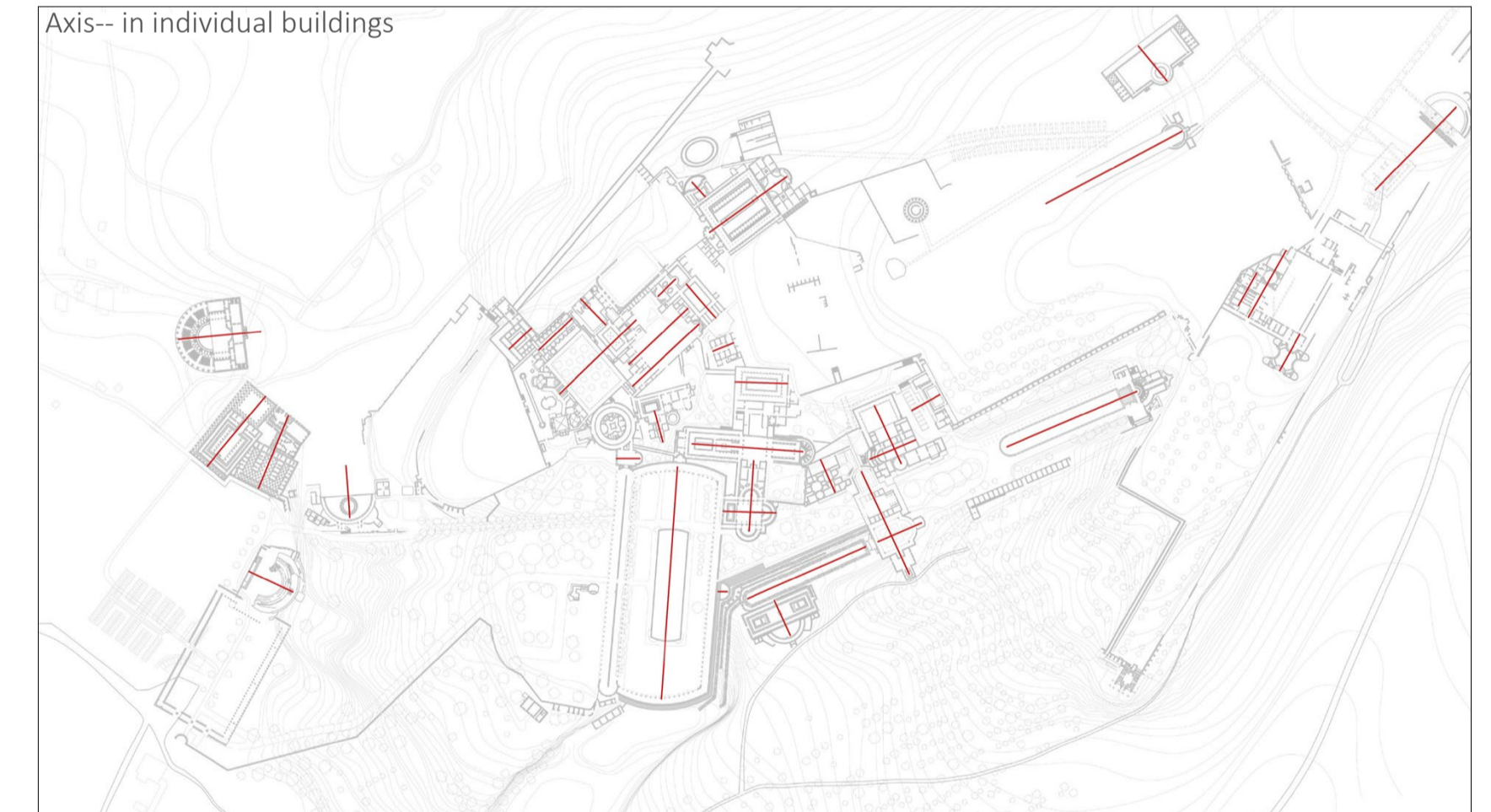
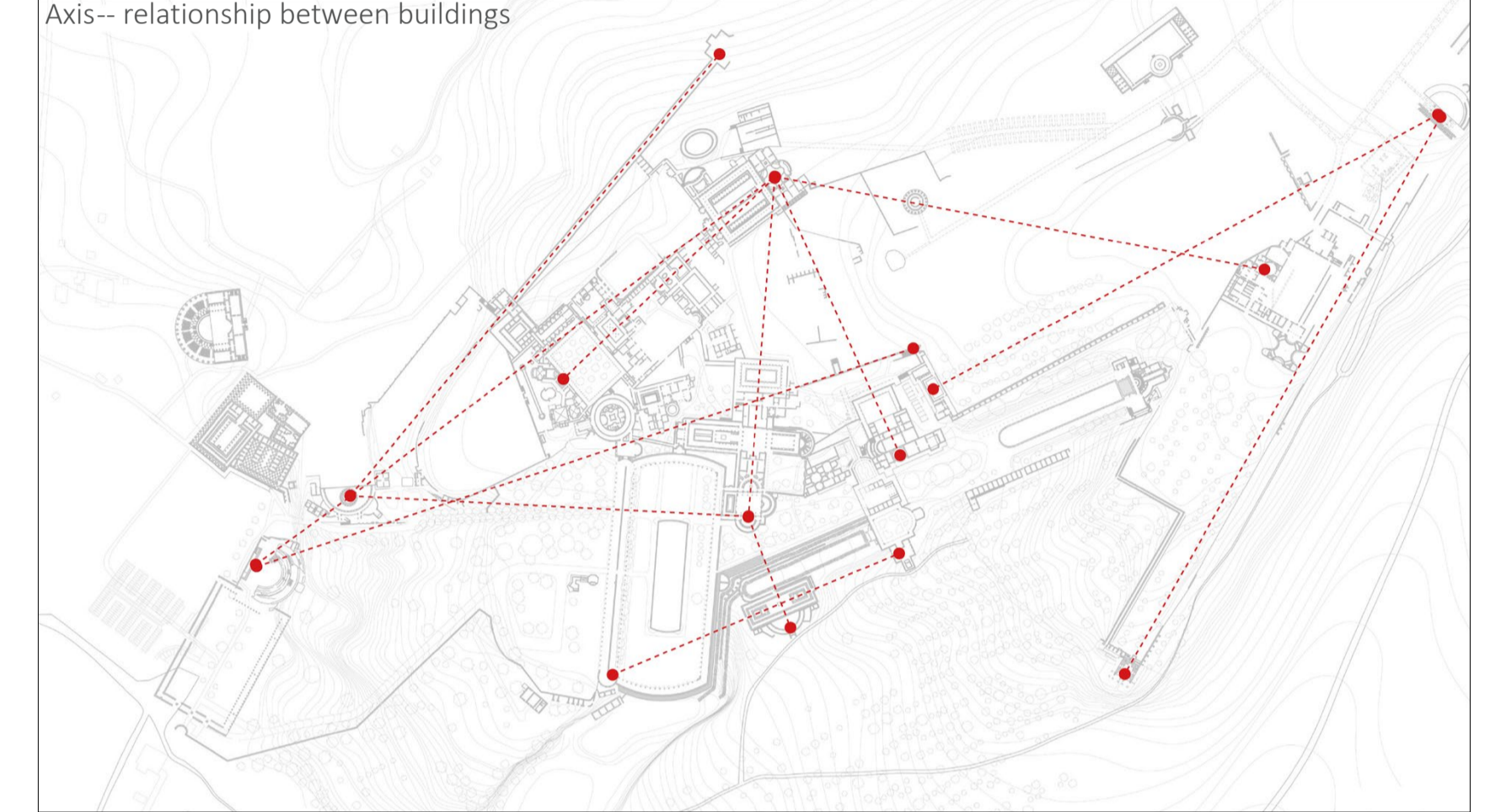
The Pecile, an immense columned square with a quadrangular shape, decorated in the center by a basin and surrounded by a portico, stood on mighty man-made constructions. The name pecile comes from the Athenian marketplace "Stoa Pecile".

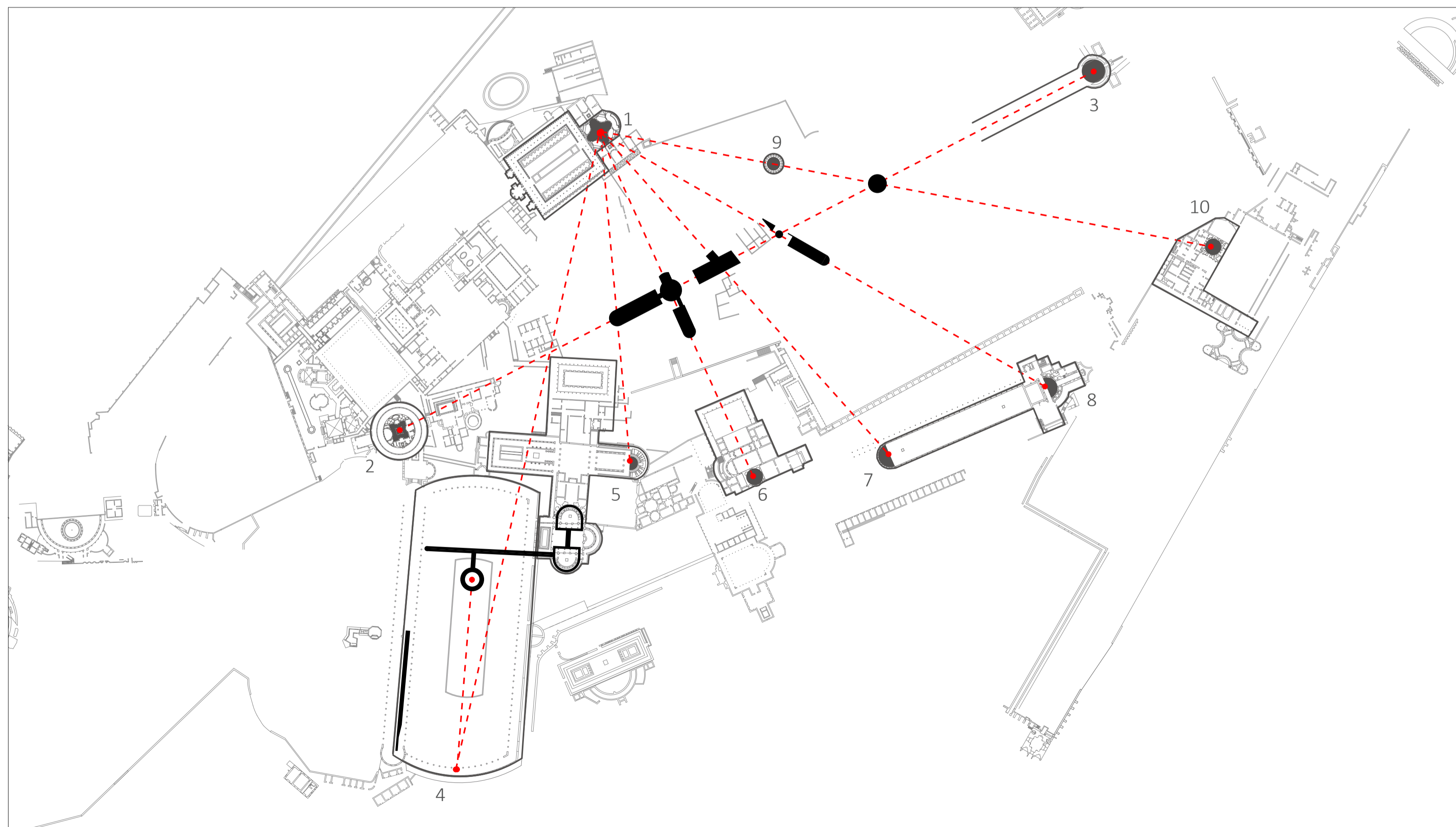
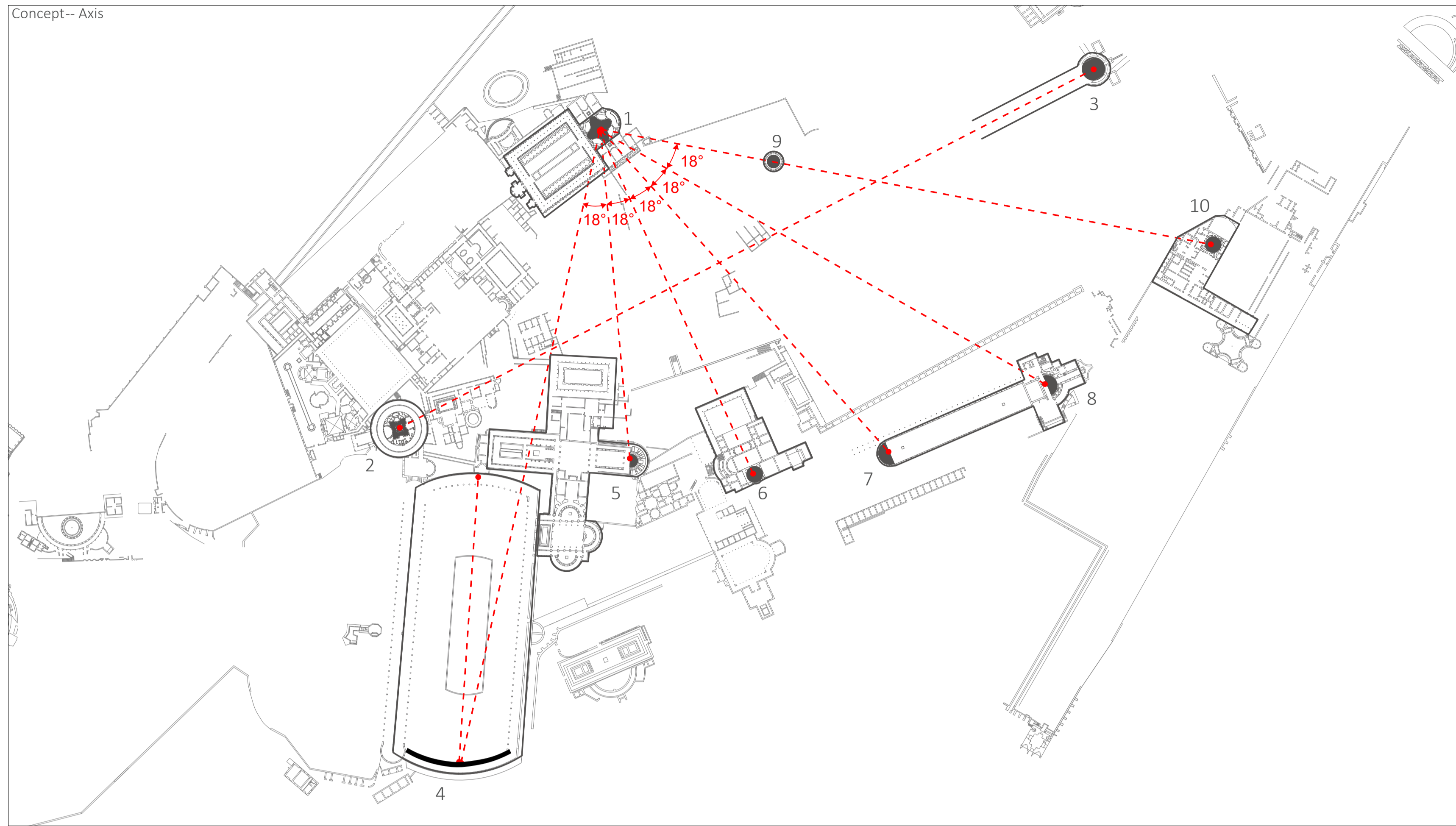


It is a magnificent structure that probably served as a cenatio, or dining hall. A large extent of the architectural features remain in place in this building, the three semi-circular exedrae open on three sides and internal colonnades.



A temple dedicated to Serapis, the god of fusion revered by the ancient Greek Egyptians, this temple was originally designed as a water-lily cave-like temple and decorated with Egyptian sculptures and statues.





1



6



2



7



3



8



4



9



5

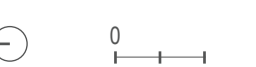


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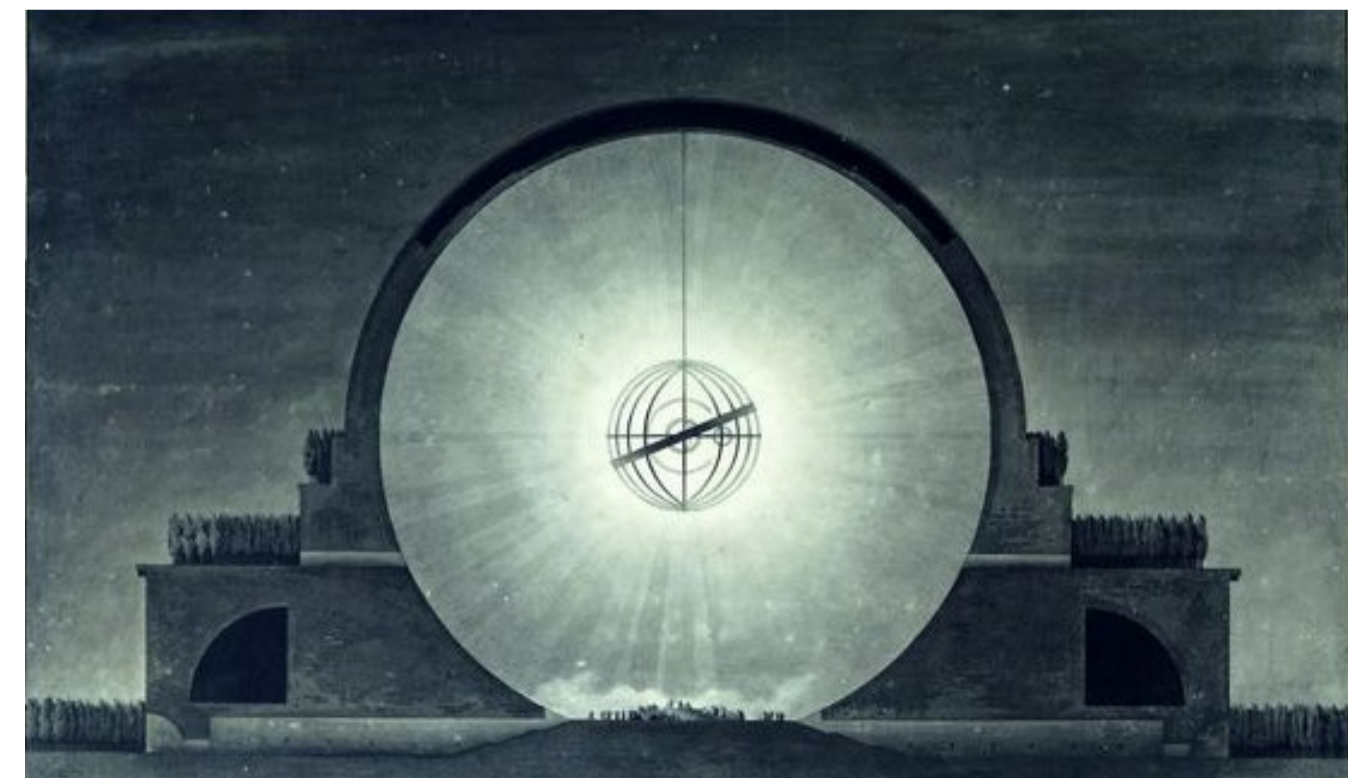
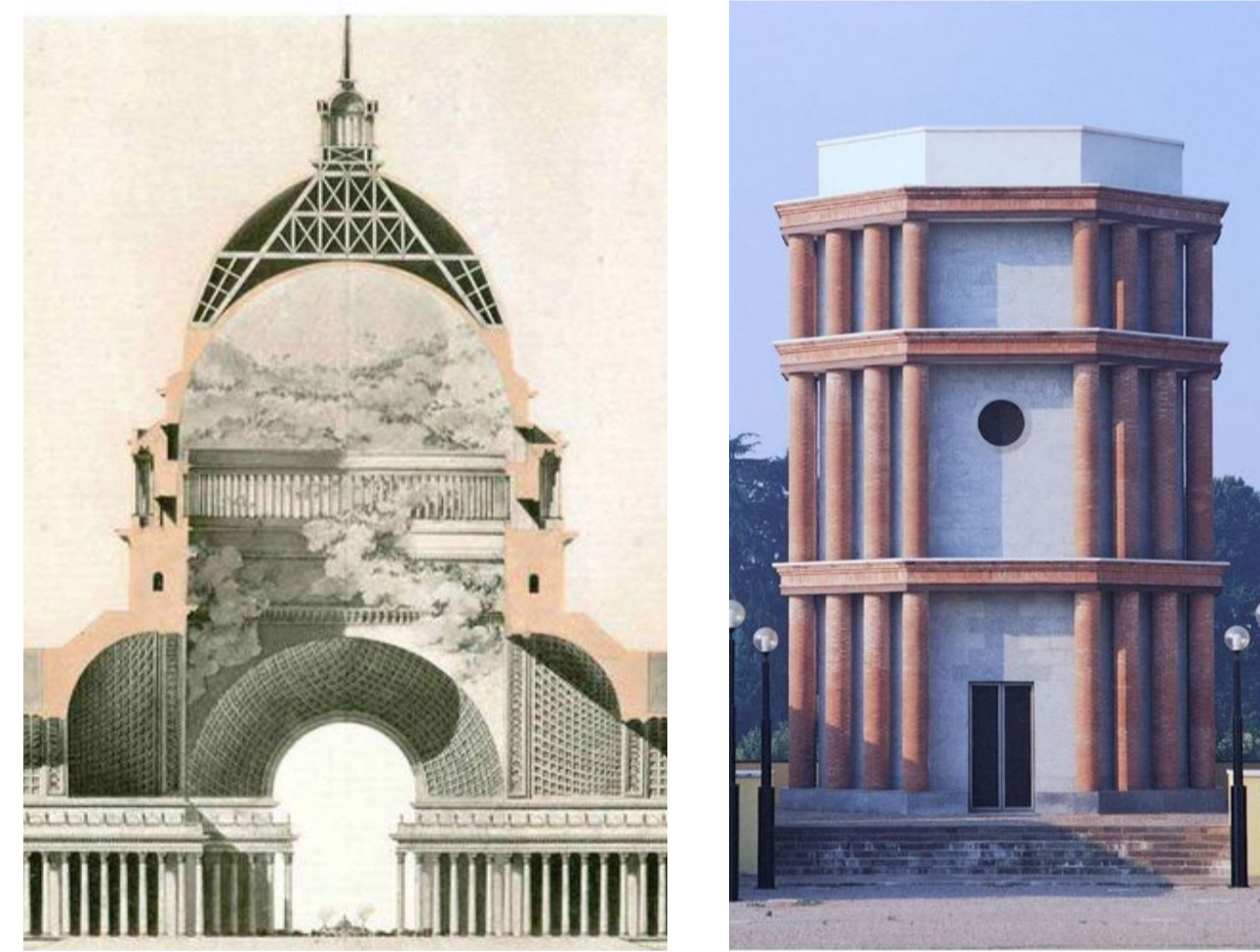
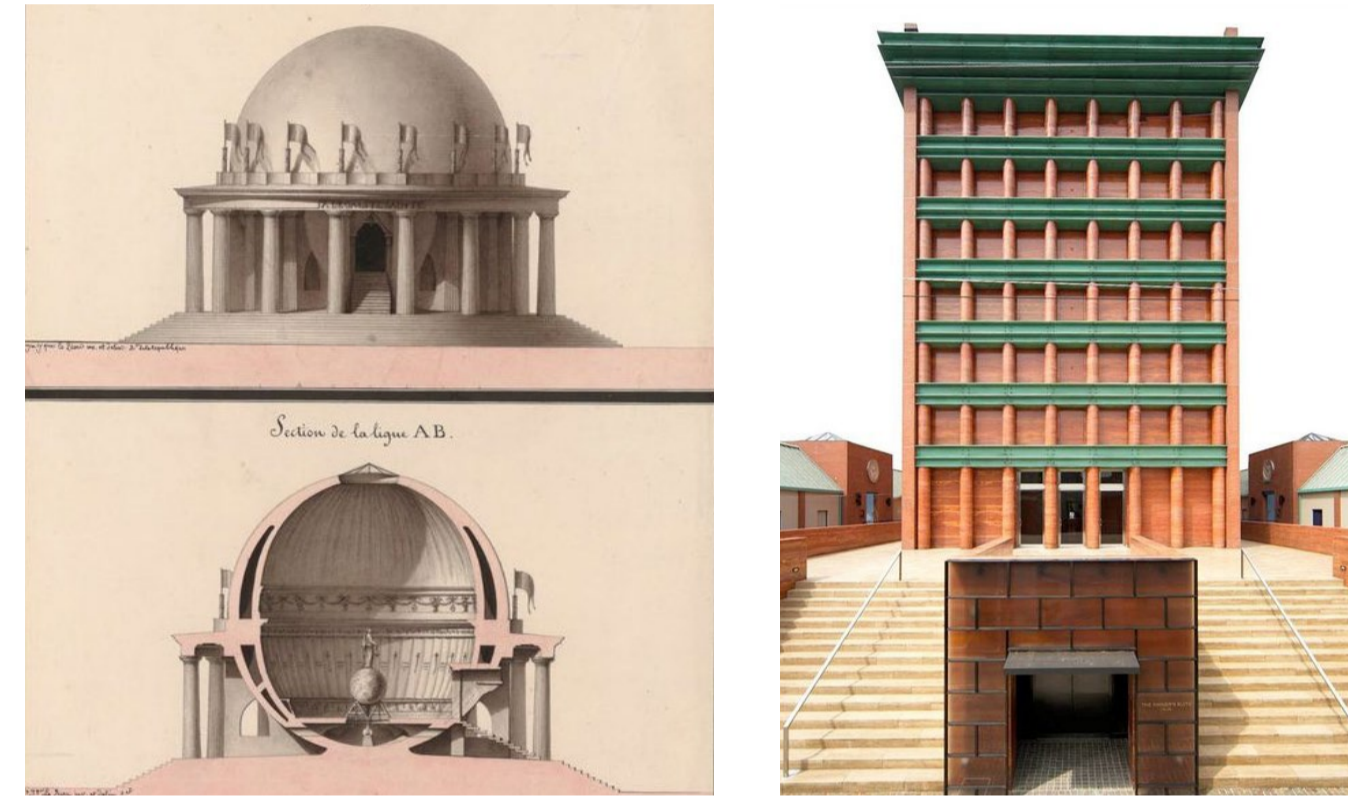


GIVENCHY AND VILLA ADRIANA
A FASHION BRAND FOR HERITAGE VALORIZATION



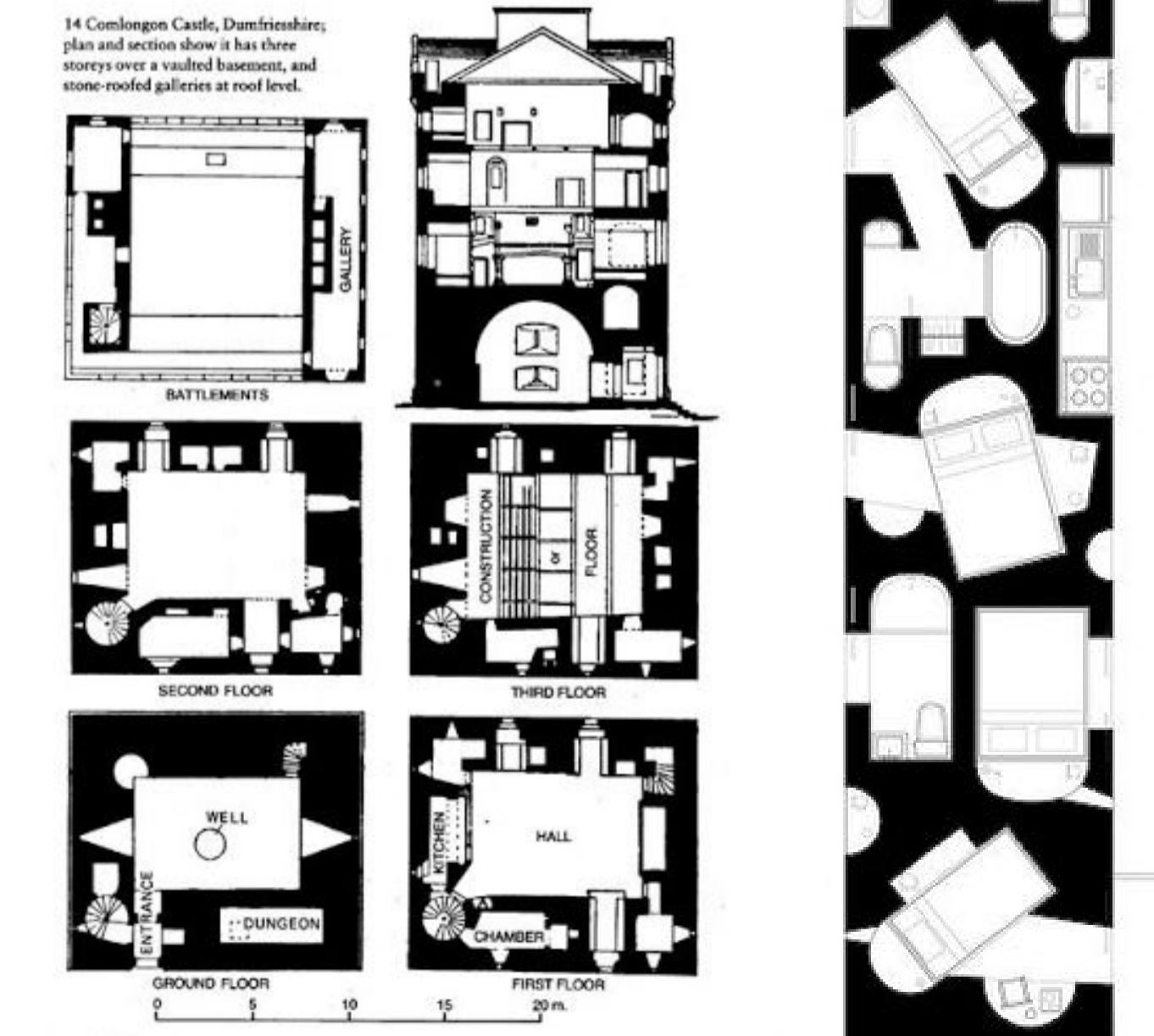
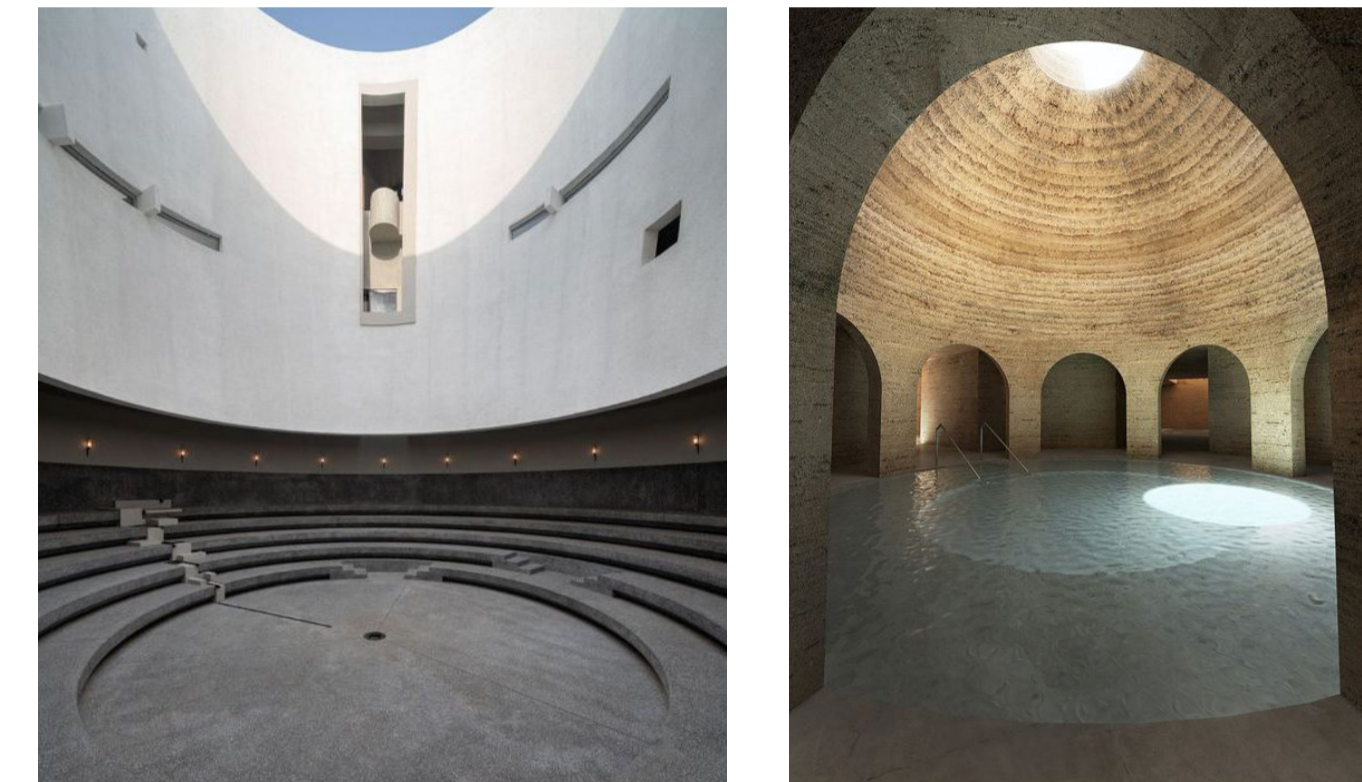
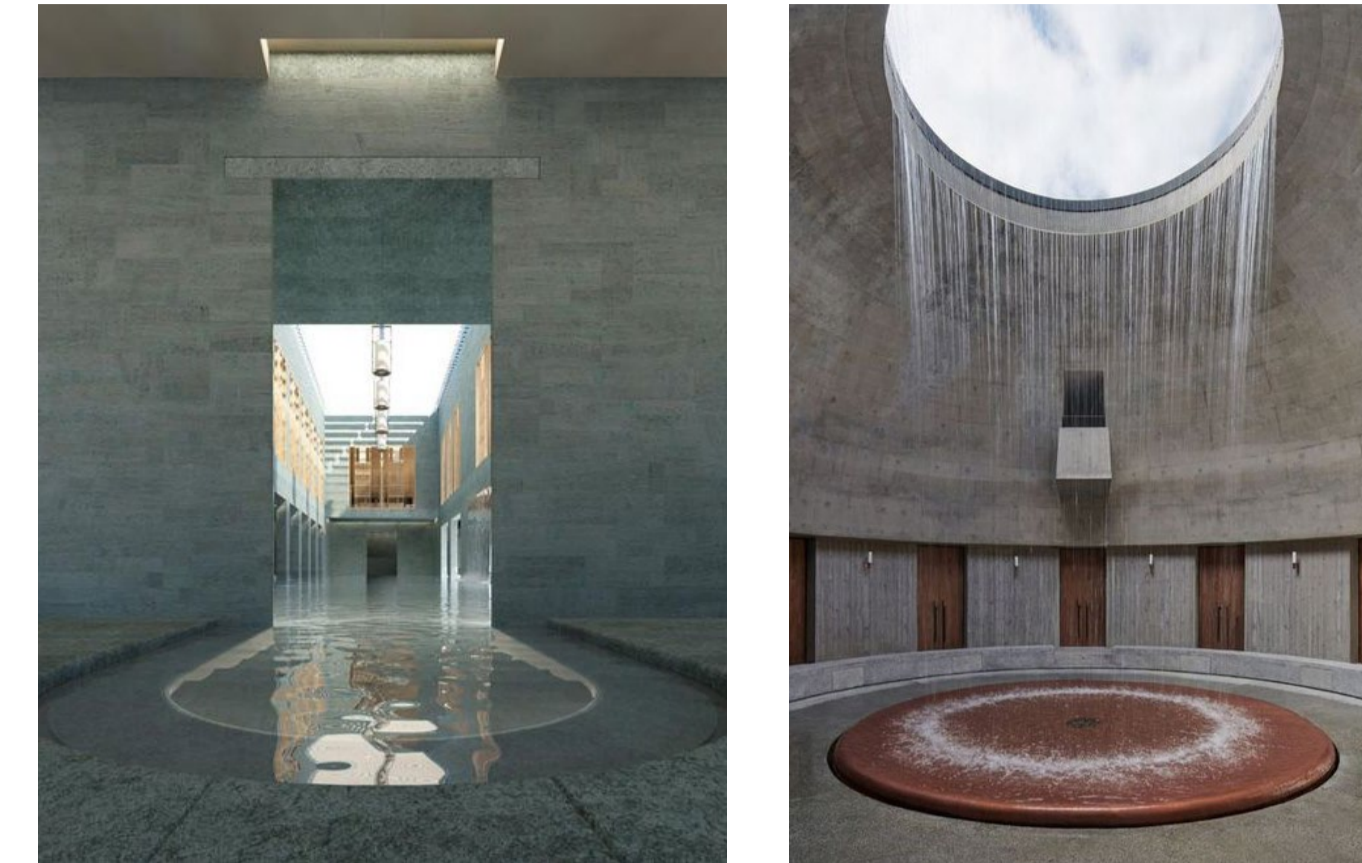
Architecture

Villa Adriana is a treasure trove of architectural language and form. Not only does it bring together the architectural language and sculpture of ancient Rome, Greece and Egypt, but its remaining walls show that the relationship between the building and its environment still exists.



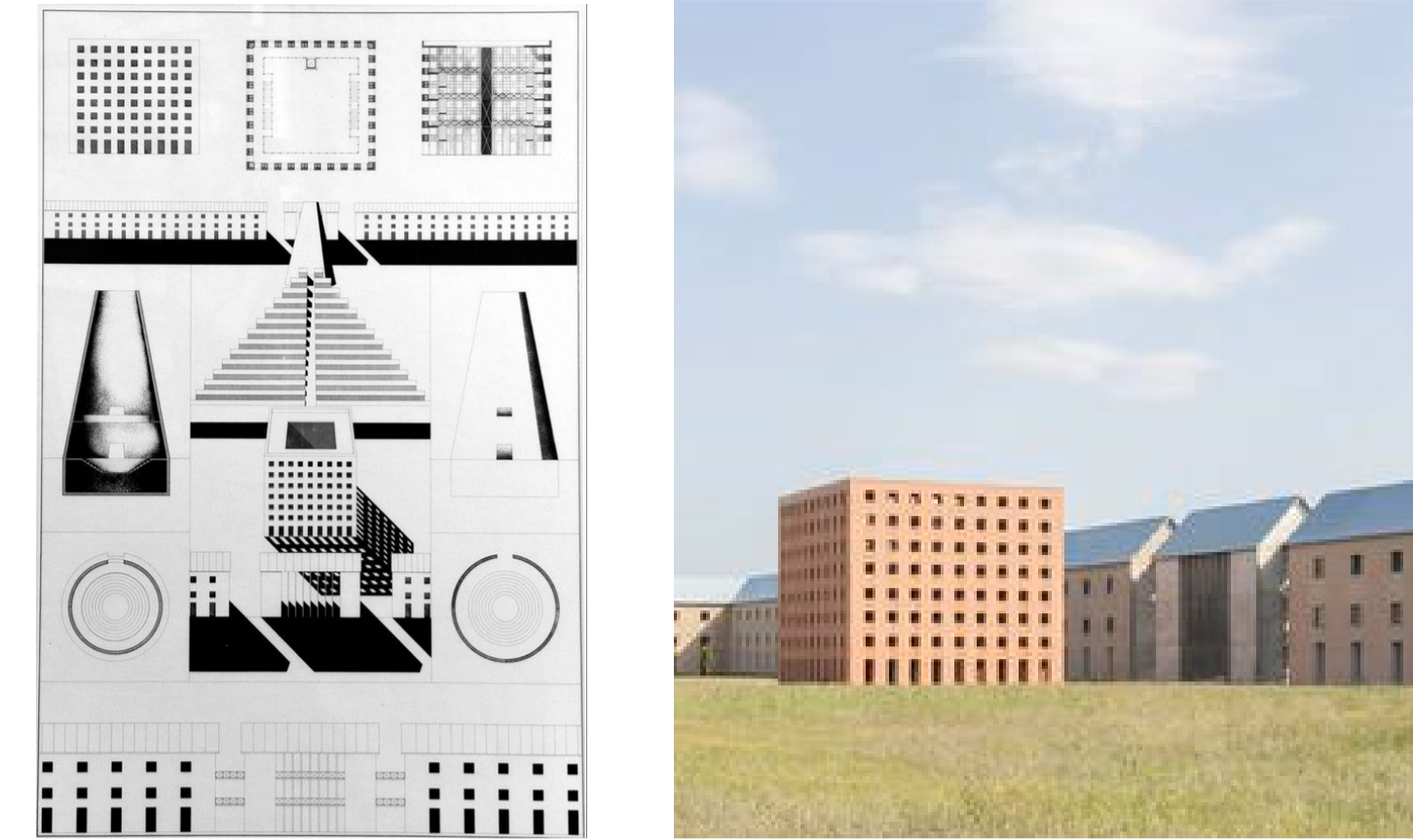
Space

Villa Adriana has many great vaults and marvellous forms of architectural space. Although the function of the building has been transformed, the way in which the sublime monumentality of the space has been shaped is worth learning from and using as a basis to match the new function.



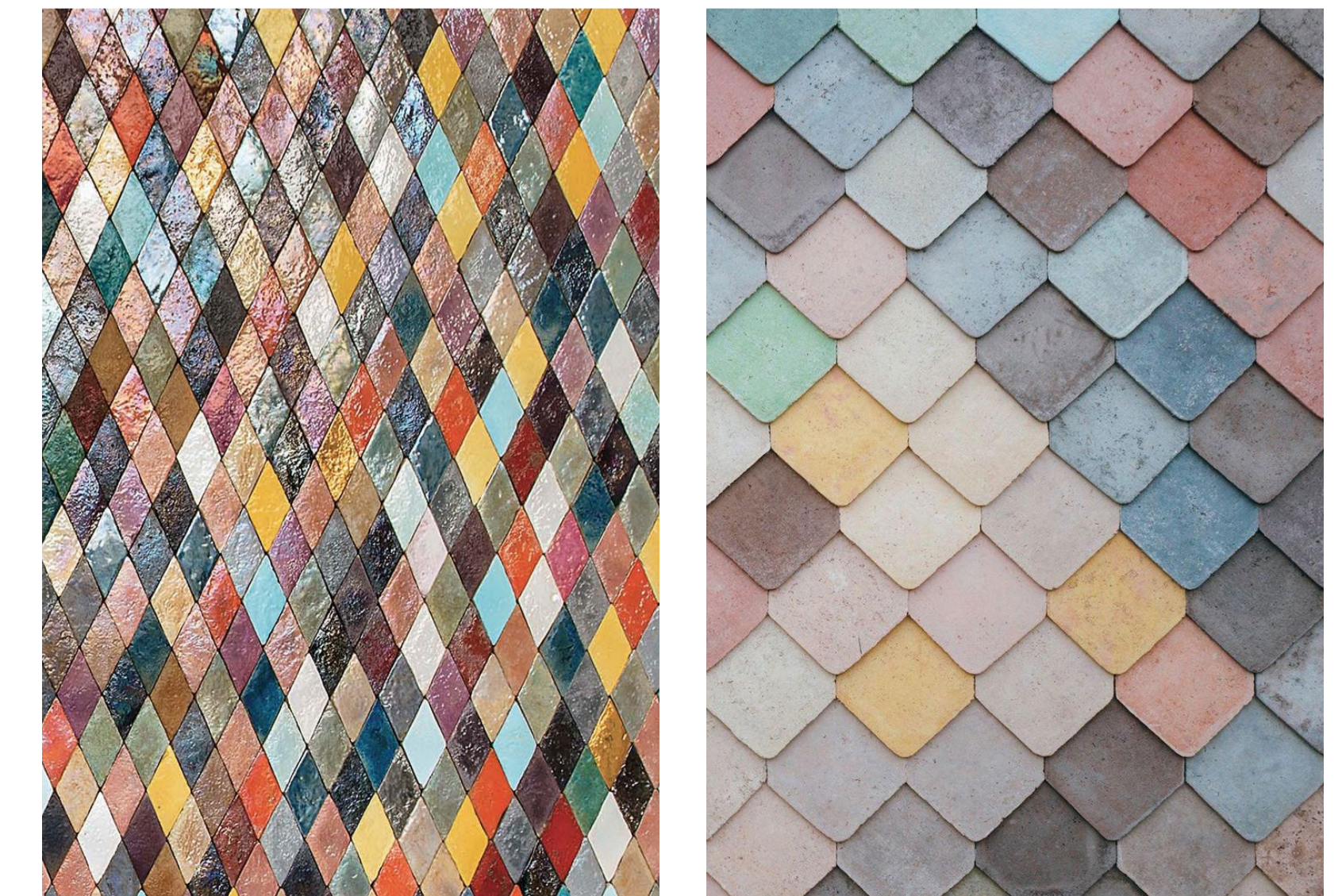
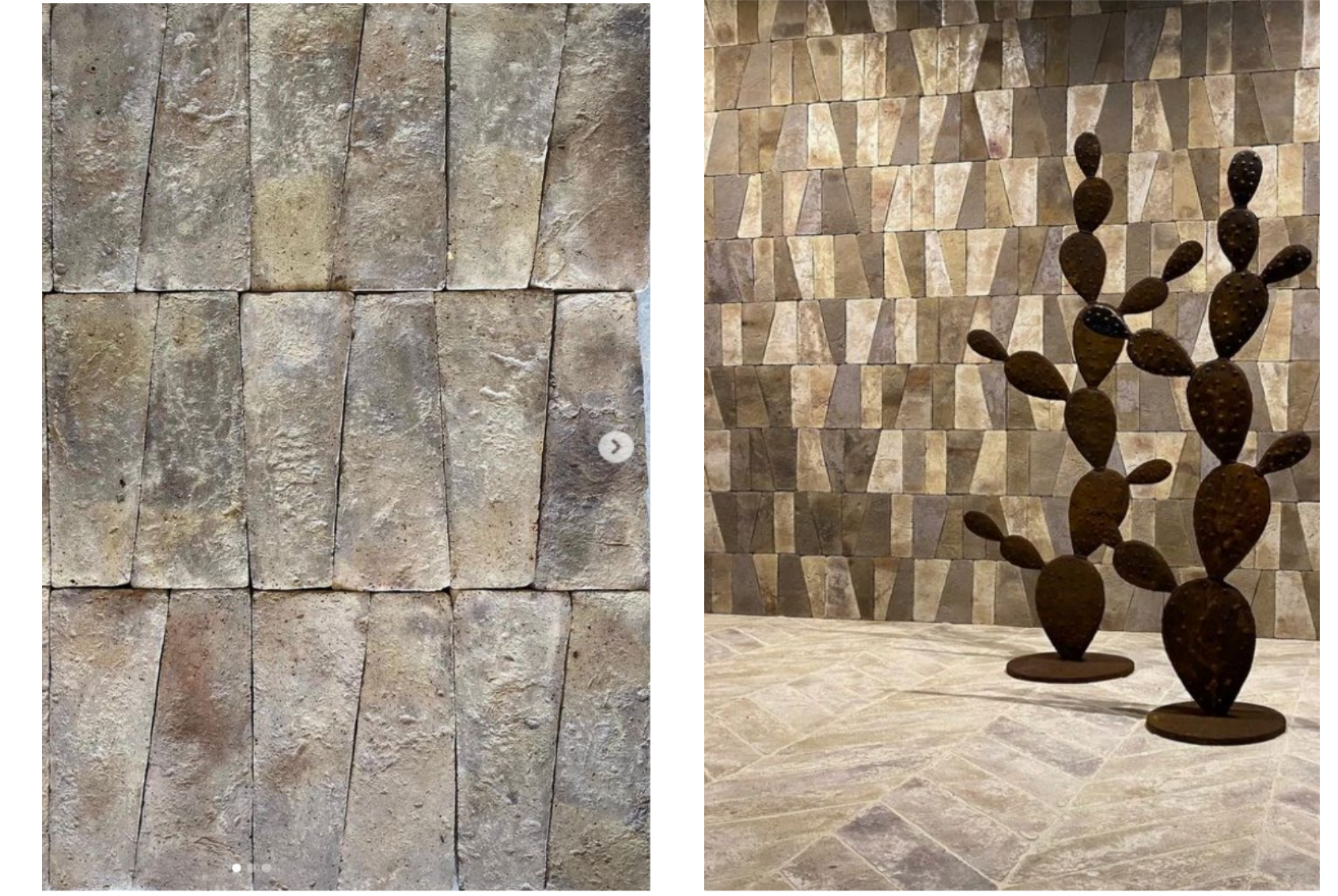
Shape

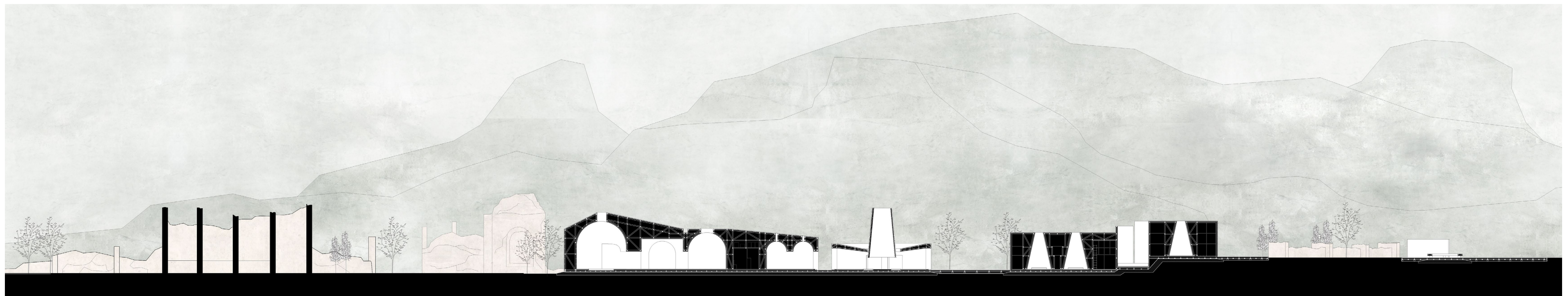
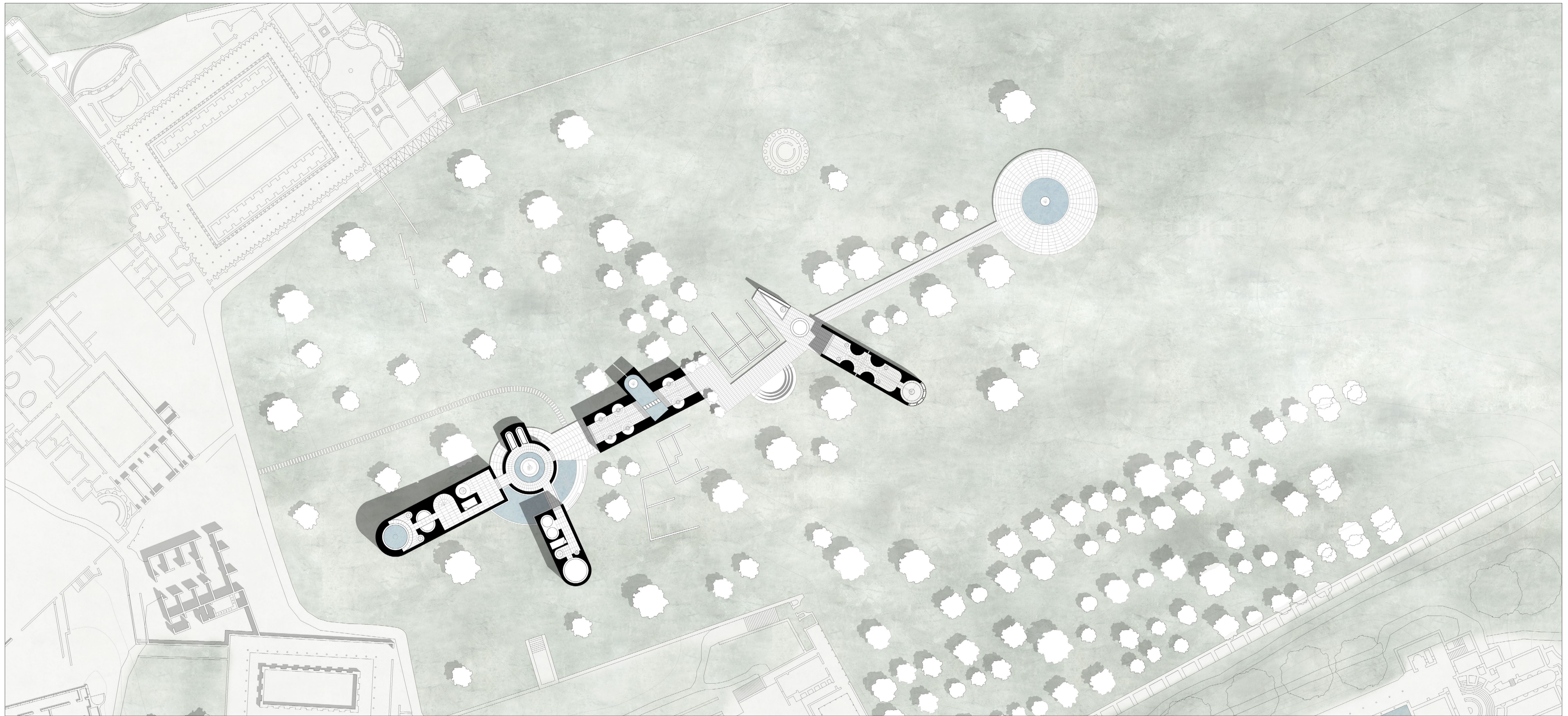
Although most of the architectural facade of Villa Adriana is gone, we can still imagine its former greatness. From the architectural works of De Moura and Aldo Rossi, among others, we can appreciate the beauty of order and the power of the simple geometric elements of the building that belonged to it.

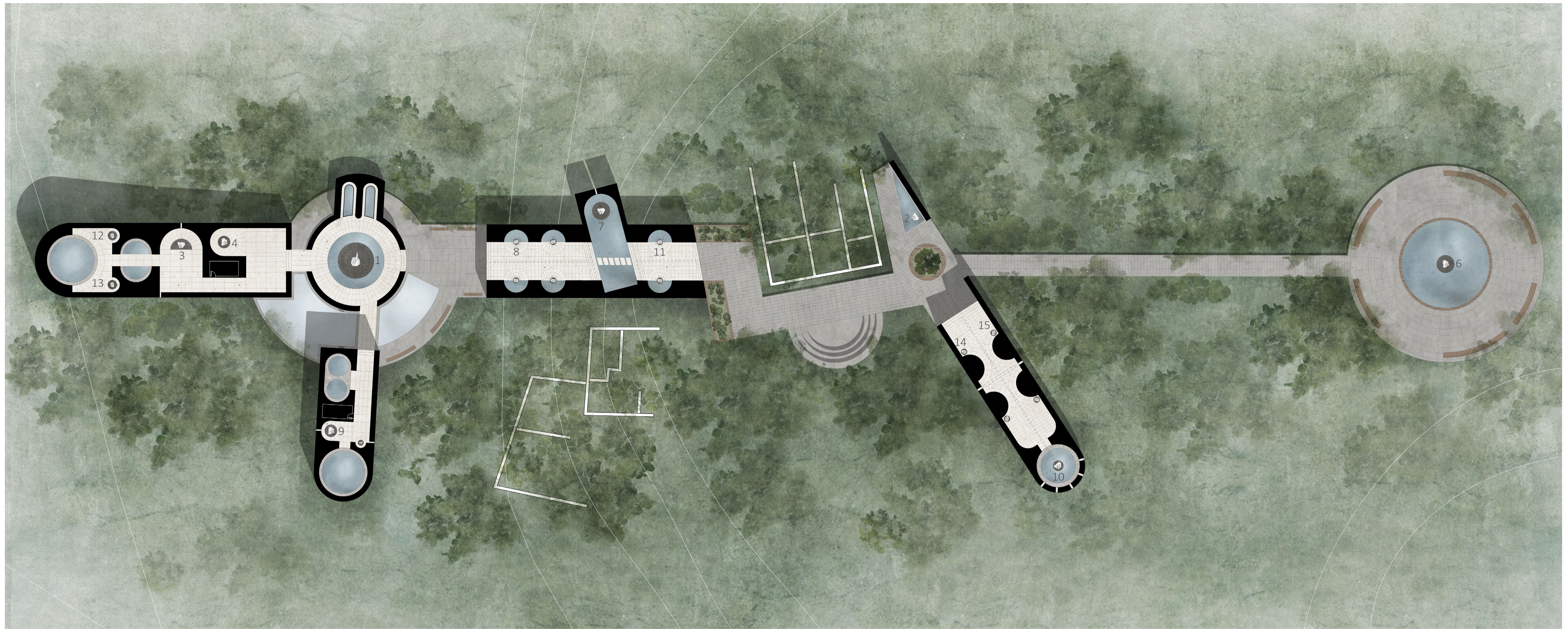


Material

The building material is "cotto etrusco", which is produced in a factory located in the province of Perugia, north of Rome, combining the oldest ceramic traditions with modern design, resulting in a unique terracotta surface.







Ercole e Lica

1

"Ercole e Lica" is a marble sculptural group executed by Antonio Canova between 1795 and 1815. The group depicts a story taken from the ancient poets. Hercules, maddened by the pain caused him by the tunic soaked in the poisoned blood of the centaur Nessus, hurled the young Lica, who, unaware, had handed it to him on the orders of Deianira, into the air.



Discobolo

4

Discobolo is a sculpture created by Myron around 455 BC (a combination of Pre-Classicism and Classicism). The original statue was made of bronze, which is known today only from marble replicas from Roman times. It depicts the athlete's body at this point, having curled up for momentum and strength, about to open up and release tension to provide greater energy for the throw.



Apollo Belvedere

7

"Apollo Belvedere" is considered a Roman copy of the original bronze statue created by the Greek sculptor Leochares between 330 and 320 BC. Considered by ardent neo-classicists from the mid-18th century to be the greatest sculpture of antiquity, it has for centuries symbolised the ideal of aesthetic perfection for Europeans and the westernised parts of the world.



Galata Morente

10

"Galata morente" is an ancient Roman marble replica of a now vanished Greek statue, this statue shows a dying Celtic man and is very realistic, especially the face, which was probably painted.



Antinoo Mondragone

13

Antinoo Mondragone is a sculpture of a head 95 cm high and 37 cm wide made from a single block of white marble; it represents the iconography of Antinoo, the boy loved by the Roman emperor Hadrian and brought to apotheosis by him after his death in 130 AD by drowning in the River Nile.



Fauno Barberini

2

"Fauno Barberini" or The Drunken Satyr is an ancient Greek sculpture from the Hellenistic period depicting a drunken and sleeping satyr, dating from 220 BC. The statue is from the Parchment School and is considered a great masterpiece of Greek sculpture.



Augusto Prima Porta

5

It is widely believed that the statue dates back to the years following the return of the Roman coat of arms by the Parthians in 20 BC. The emperor's real face is depicted on the face, even if it was idealised during the celebration of his inauguration. The armour is tight, accentuating the athletic physique and recalling the sculpture of certain Greek heroes



Torso Belvedere

8

"Torso Belvedere" is a mutilated marble sculpture, signed by the 1st century BC sculptor. The work appears as a monumental seated male nude in the dynamic act of rising.



Laocoonte

11

It was probably composed between the 2nd century BC and the middle of the 1st century AD. The Laocoon group was discovered in 1506 in the vineyards of Felice de Fredis on Mount Oppio. The marble sculpture is more than two metres high and is a copy of the bronze original. Laocoon is a Greek mythological figure who was a citizen of Troy and a prophet and high priest of Poseidon, the god of the sea.



Boxer a Riposo

14

"Boxer a riposo" also known as the Bath Boxer, is a bronze sculpture, Greek original or Roman copy, the subject of the work is a seated boxer, possibly resting for a moment after a match. The statue is based on the contrast between the calm and geometric containment expressed by the arm resting on the leg and the sudden jerk of the head turned to the right, demonstrating a Lissippian Kairos aesthetic.



Galata Ludovisi

3

"Galata Ludovisi" sometimes referred to as The Suicidal Gaul, is an ancient Roman statue depicting a Gaulish man thrusting his sword into his chest while bracing himself against his wife's dying body.



Amore e Psiche

6

Amore e Psiche is a group of sculptures created by Antonio Canova between 1787 and 1793. Cupid and Psyche are the two protagonists of a famous story told by Apuleius in his work Metamorphoses, although the story is said to date back to oral tradition before Apuleius.



Doriforo

9

"Doriforo" is one of the best known Greek sculptures of Classical antiquity, depicting a solidly built, muscular, standing warrior, originally bearing a spear balanced on his left shoulder. This work forms an important early example of both Classical Greek contrapposto and classical realism.



Busto di Antinoo

12

It is a head in the Capitoline Museums in Rome depicting Emperor Augustus as a young man. The portrait dates from the period between 35 and 30 BC, when Augustus was still immersed in his struggle for revenge against Caesar and the conquest of political hegemony by any means necessary, and his expression is intense but slightly twisted to the right, with an aura of inspiration typical of portraits of Greek rulers, and only slightly colder in its expression and plasticity.



Gladiatore Borghese

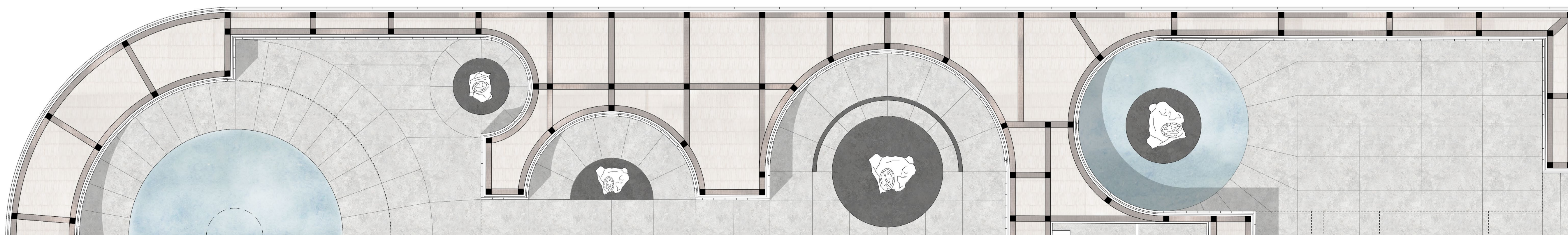
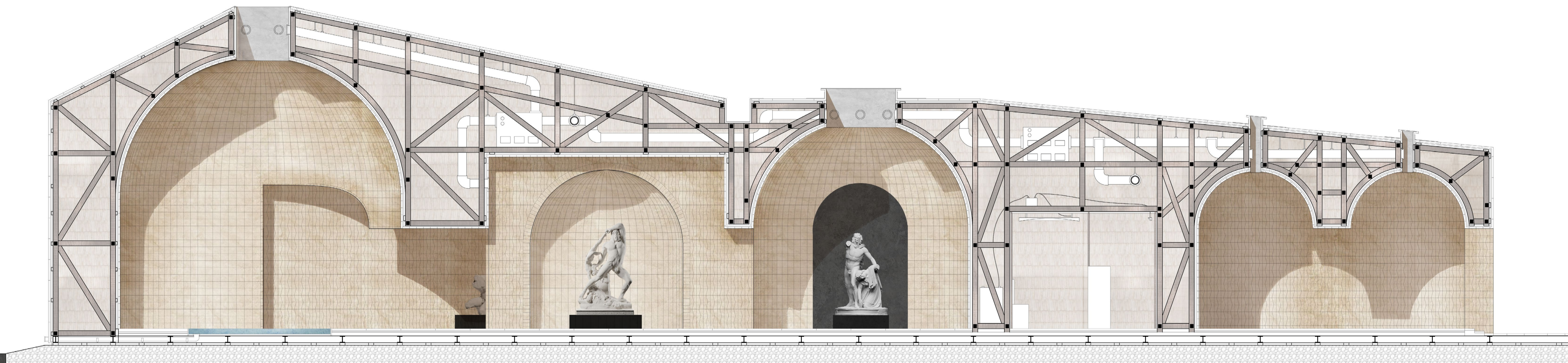
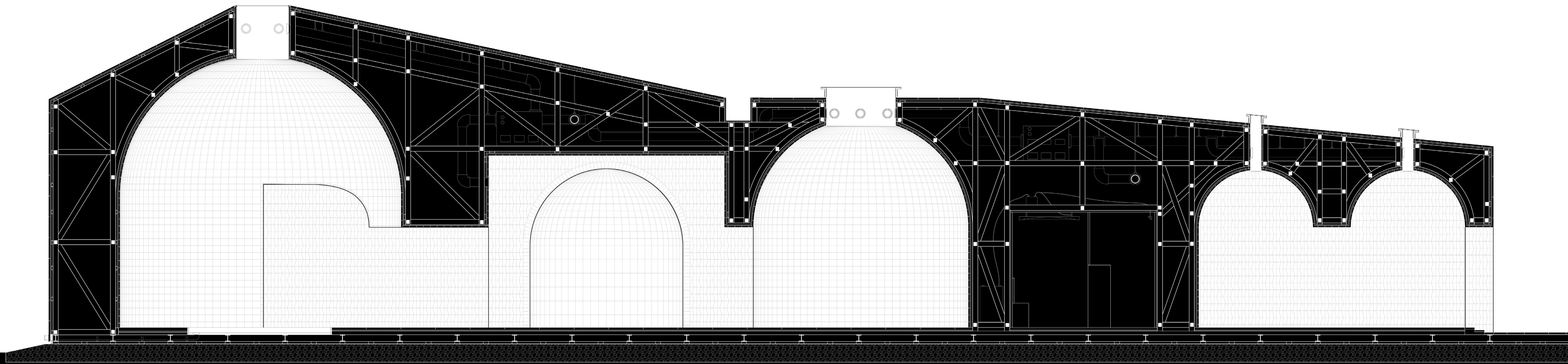
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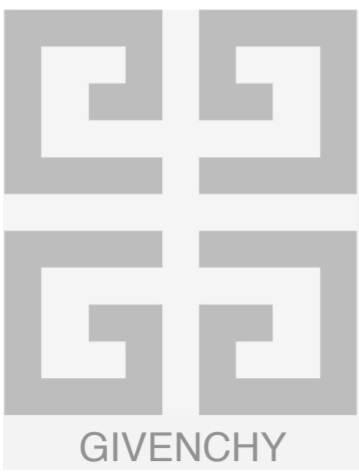
Gladiatore Borghese is an ancient Greek sculpture from the first century BC. The gladiator balances in space, protecting himself from his opponent with his own shield, probably made of bronze and once fixed to his left arm for defence. In this marvellous work, the artist also demonstrates his amazing knowledge of human anatomy.











Givenchy

Genteel

Grace

Gaiety



In 1952

Hubert de Givenchy founded his own luxury house and launched a new collection Les Séparables with some floaty skirts and puffy blouses made from raw cotton.



In 1952

Givenchy achieved critical acclaim with Vogue magazine praising his "wonderful first collection" 14. The collection included the Bettina Blouse a white shirt named in honour of Bettina Graziani, which was then painted in one of René Gruau's works.



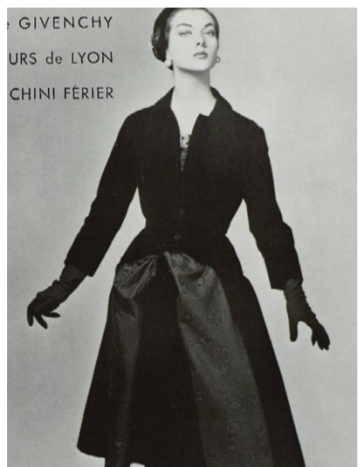
In 1953

Audrey Hepburn in the film Sabrina wearing a Givenchy designed gown, 1953. Image via Paramount Pictures.



In 1953

1953 Model Myrtle Crawford shows us a glamorous Givenchy designed dress-and-coat ensemble of taffeta.



In 1954

Hubert de Givenchy presented the first shirt dress (which later evolved in to a sack dress in 1957). He was the first high fashion designer to create a luxury ready-to-wear clothing line, called "Givenchy Université", which was produced in Paris using machinery imported from the United States.



In 1957

Givenchy and Cristóbal Balenciaga, jointly developed a new shape called "Sack", which they launched in their new collections at the same time. This kind of dress was born out of a popular dress skirt (Shirt Dress) in the 1950s.



In 1961

Givenchy short dress and hat were worn by Audrey Hepburn in the film Breakfast at Tiffany's.



In 1968

Seeing the potential of the ready-to-wear market, Givenchy opened a v v boutique.



In 1969

Hubert de Givenchy launched his fashion line for men, "Gentleman Givenchy". The boutique was opened in November on Avenue George V.



In 1982

a retrospective presided by Audrey Hepburn was organized by the Fashion Institute of Technology of New York.



In 1988

After 36 years of independent operation, Givenchy sold Givenchy Couture Group to LVMH Group for \$45 million, and then continued to serve as creative director for 7 years.



In 1993

Audrey Hepburn passed away due to illness at 63 years old. Hubert de Givenchy accompanied her through the last journey of her life and served as her pallbearer.



In 1995

Hubert de Givenchy left office. After that, the Givenchy brand fell into 10 years of chaos. The brand saw several changes in creative direction, with designers like John Galliano, Alexander McQueen, Julien Macdonald, and Riccardo Tisci taking the helm.



In 1995

In July 1995, John Galliano was appointed as the designer of Givenchy.



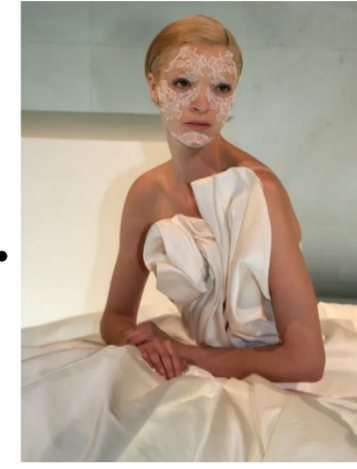
In 1996

Alexander McQueen became the chief designer at Givenchy from 1996 to 2001. He was the bravest soul in fashion at the time.



In 2001

Julien Macdonald was appointed to the position of chief designer at the Paris Haute Couture house of Givenchy (as successor to Alexander McQueen)



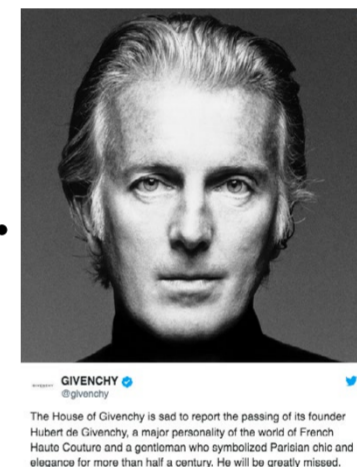
In 2005

The reins for both collections were passed on to Riccardo Tisci in 2005 when he was named artistic director of womenswear. Riccardo Tisci has proposed to the House his own style and influences. By changing the house codes, Riccardo Tisci adds some dark and sensual romanticism touch.



In 2017

Claire Waight Keller became the new artistic director, effective 2 May 2017. Waight Keller took on all creative responsibilities, including Women's and Men's Ready-to-wear and accessories collections, as well as Haute Couture.



In 2018

Hubert de Givenchy passed away in February.



In 2018

Meghan Markle wore a gown from Claire Waight Keller at her wedding to Prince Harry on 19 May 2018.



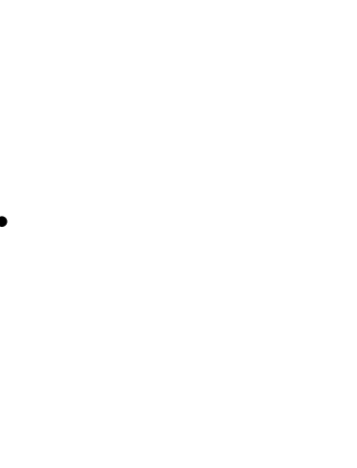
In 2018

In 2018 spring show, Claire Waight Keller paid tribute to Givenchy.



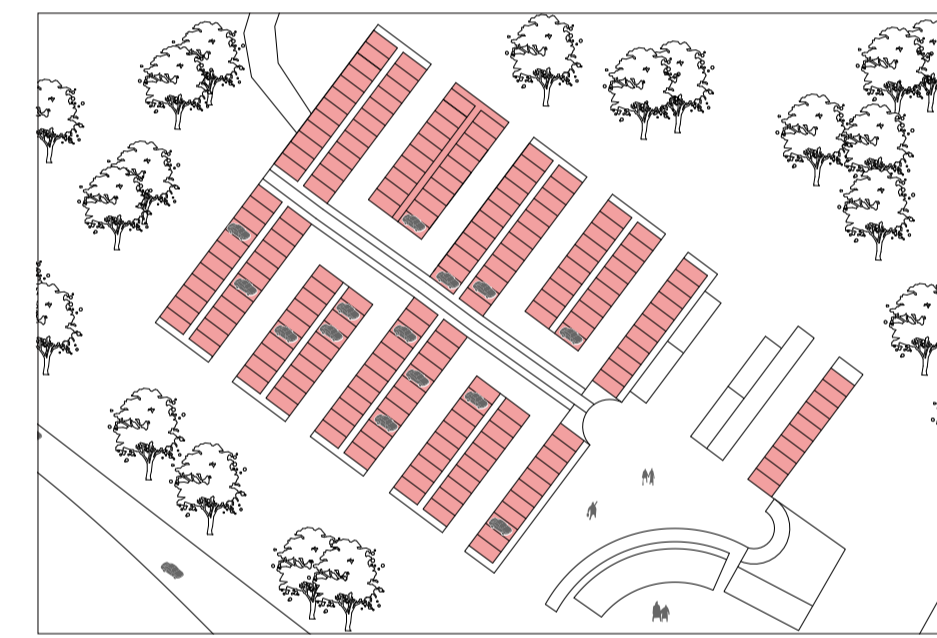
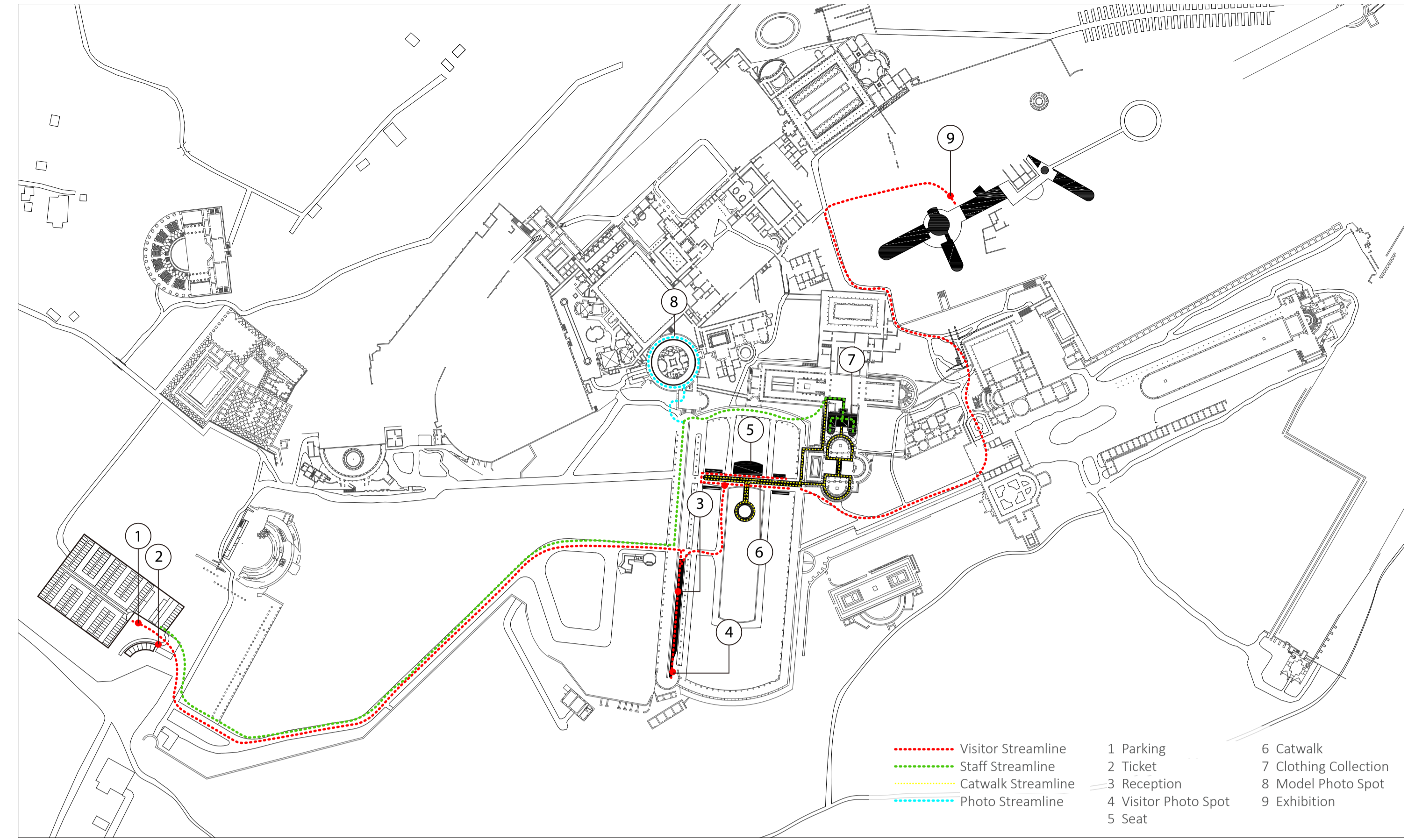
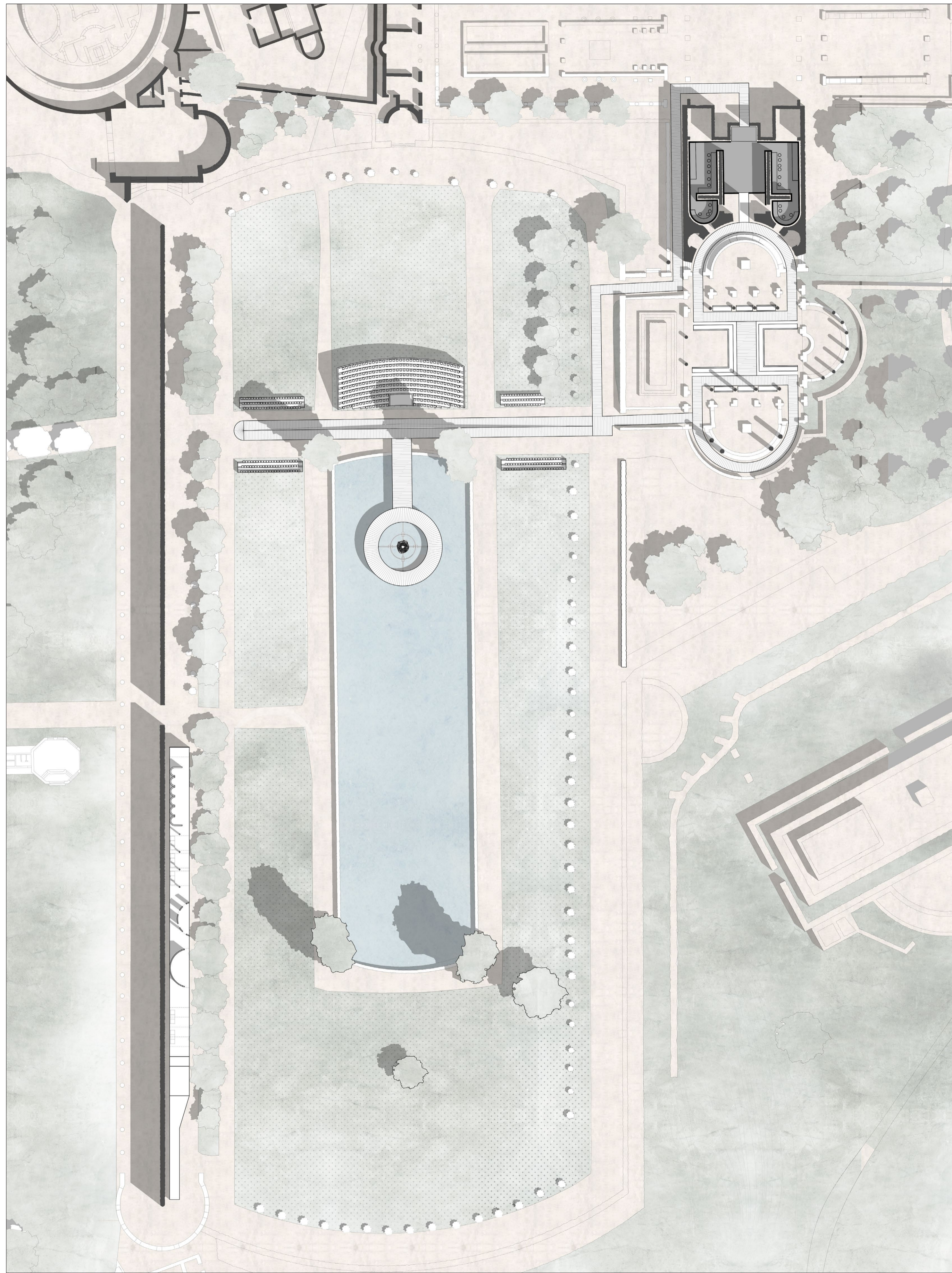
In 2020

In June 2020, Givenchy announced the hiring of Matthew Williams, a stylist and designer. Williams has brought an edgier aesthetic to Givenchy, and his work is often seen on celebrities such as Kendall Jenner and Bella Hadid.

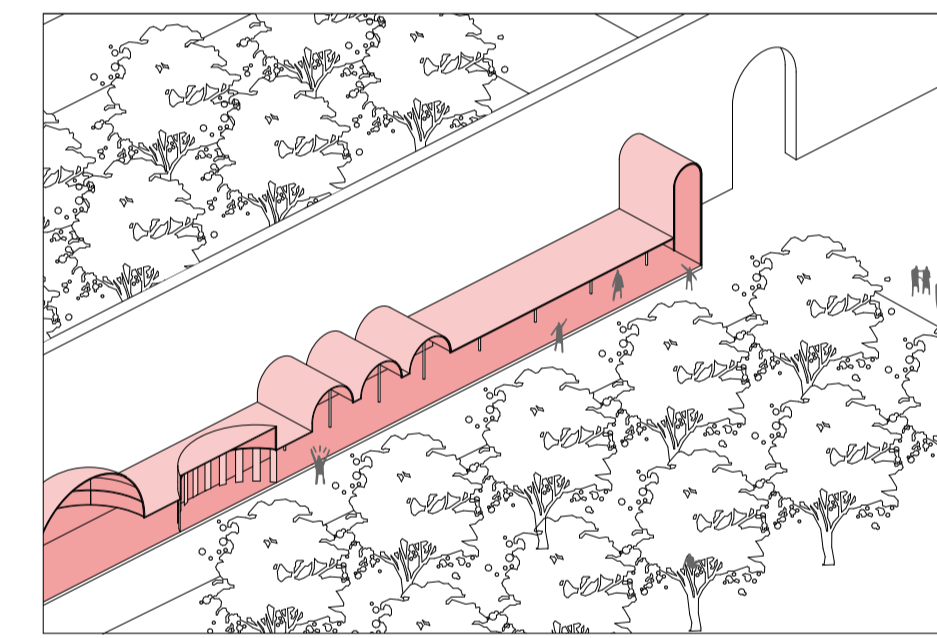


In 2023

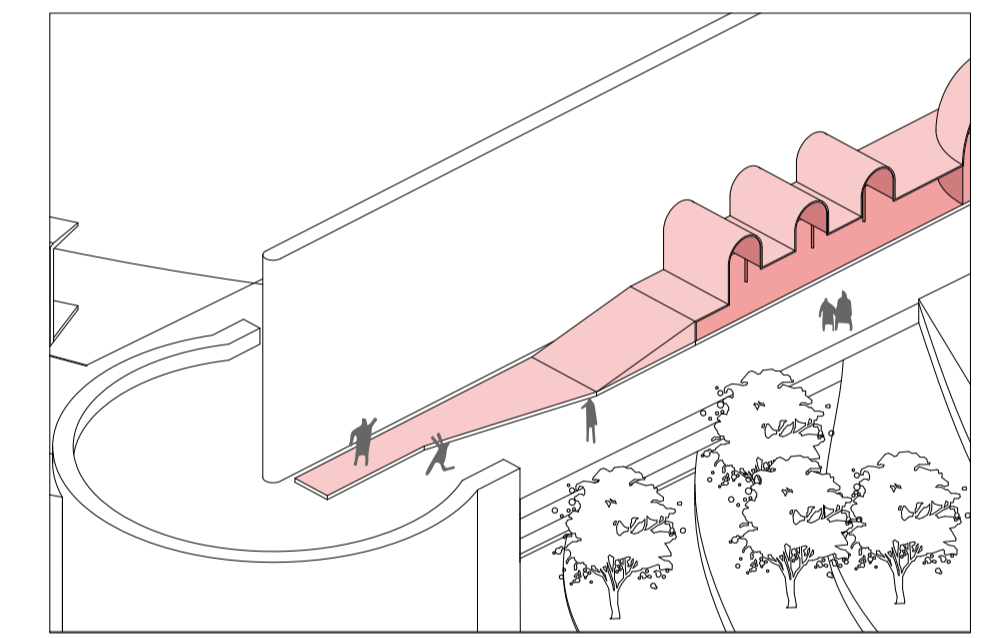
To be continued...



Parking and buying tickets



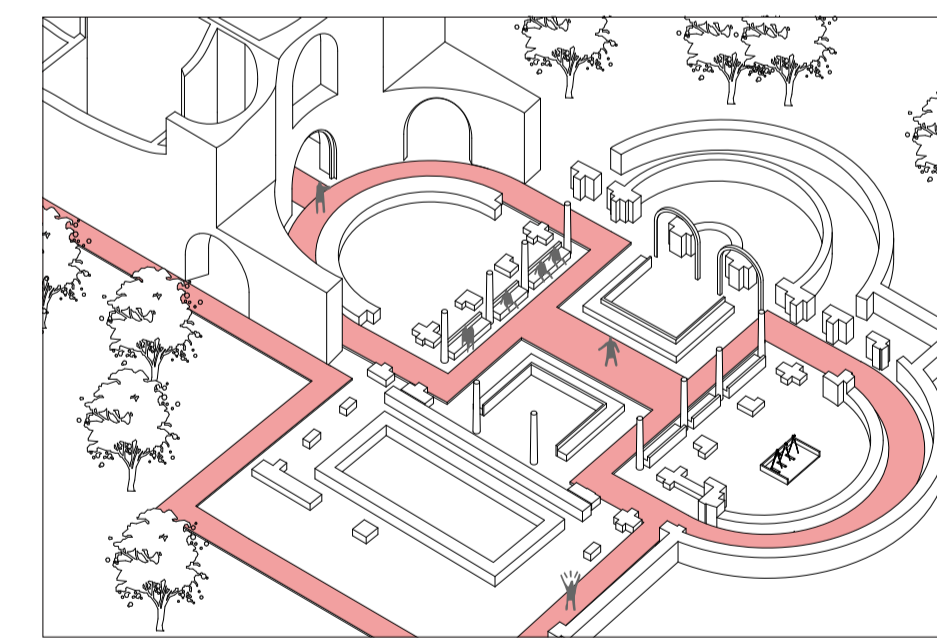
Registering at the reception



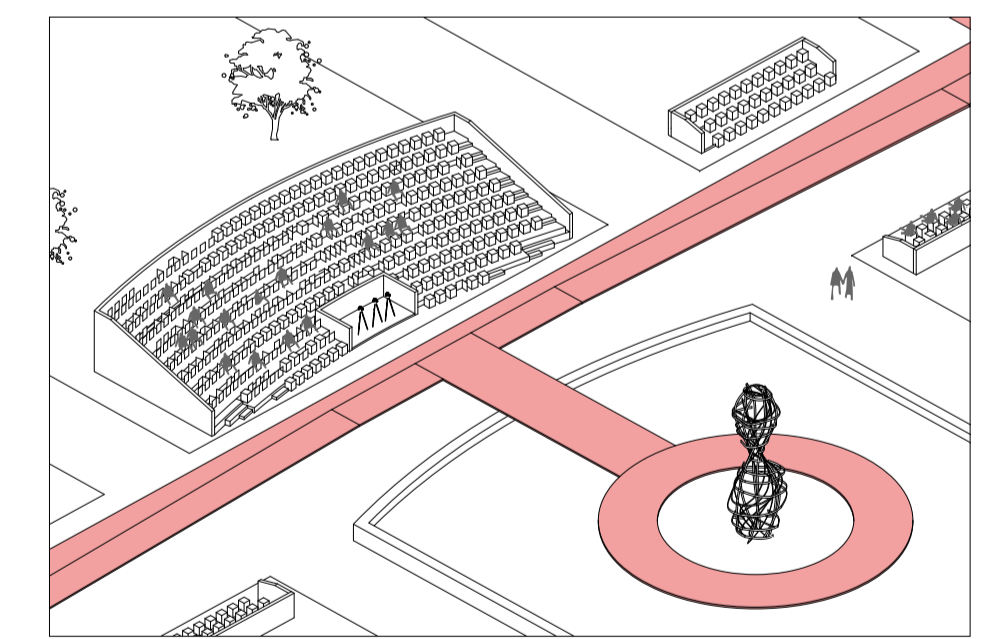
Taking a memorable photo at a specific spot



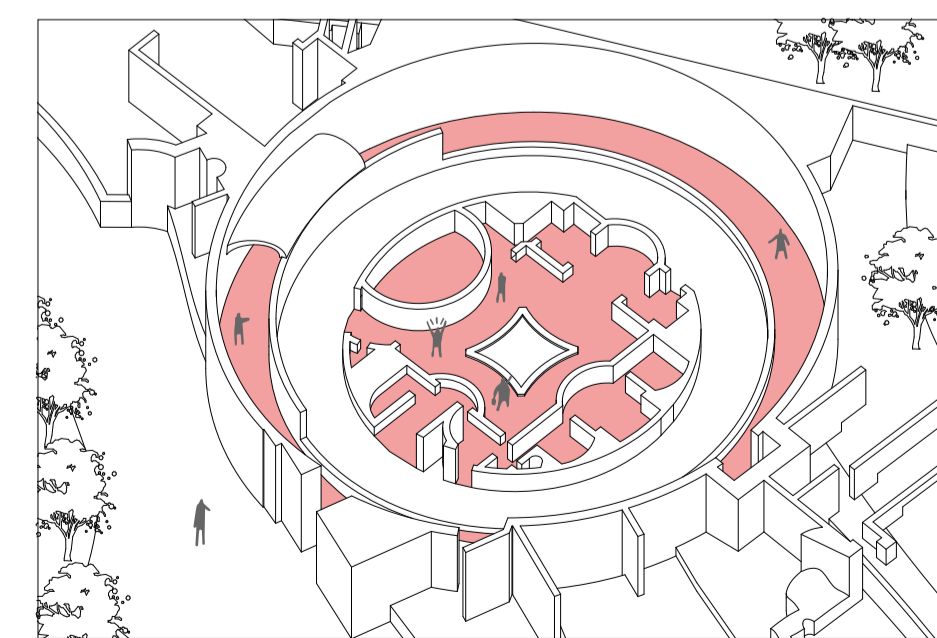
Making up and waiting (for models)



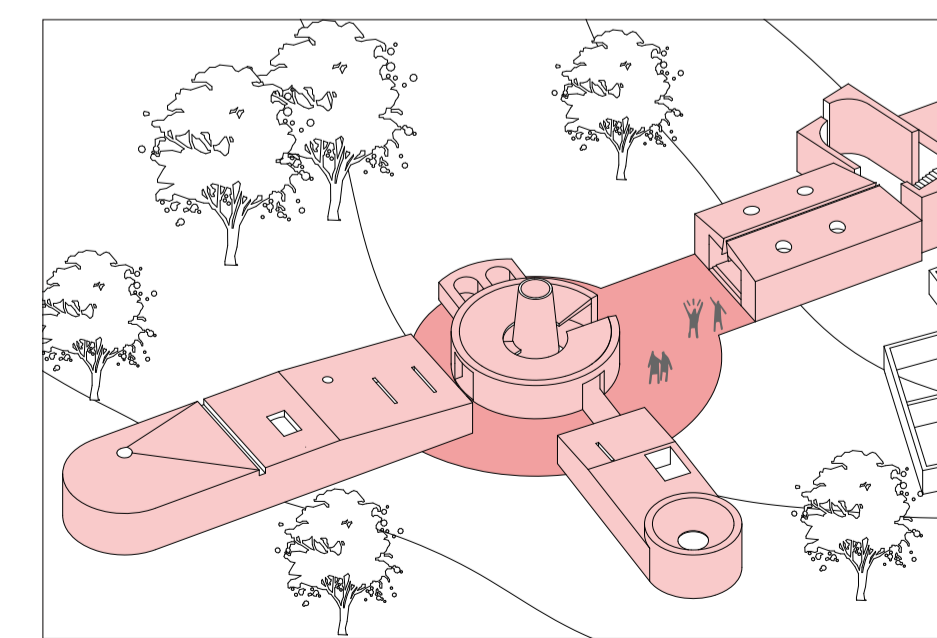
Fashion show in Tre Esedra



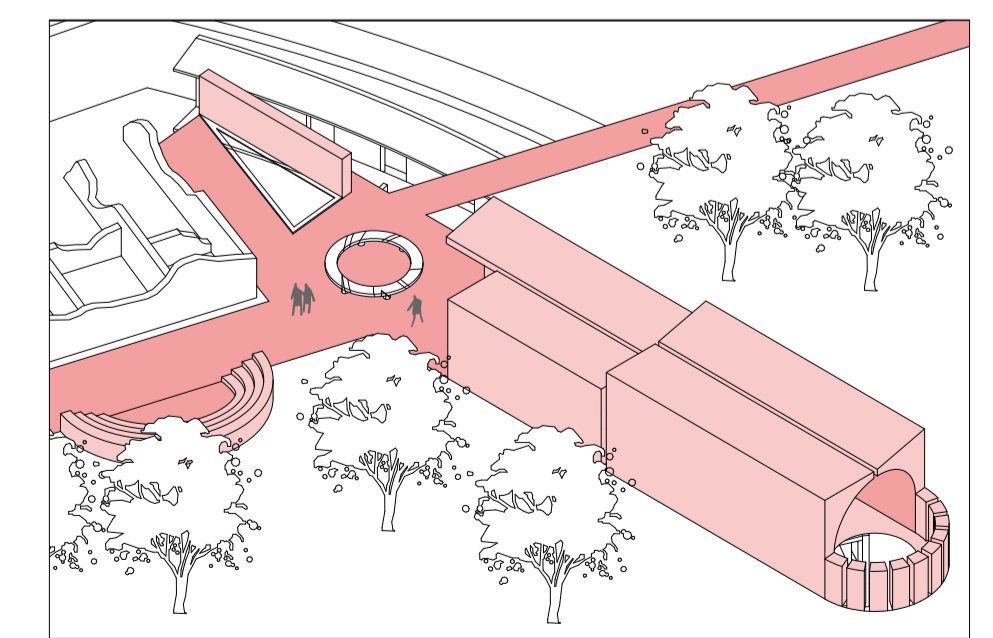
Fashion show in Pecile



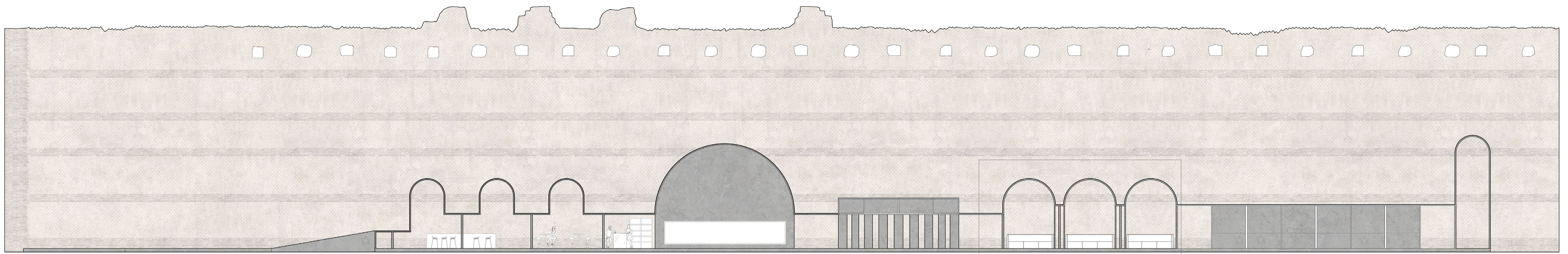
Projecting videos on surrounding walls



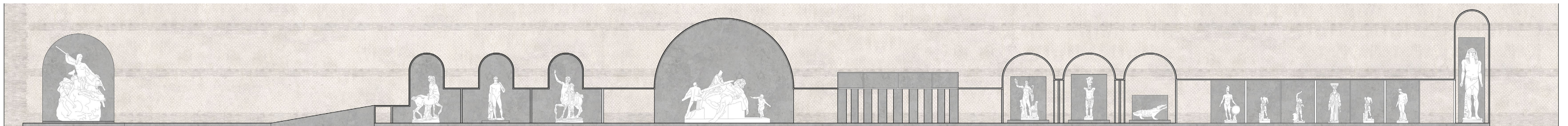
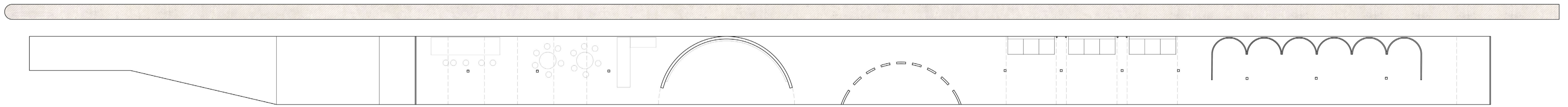
Water-statue pavilion



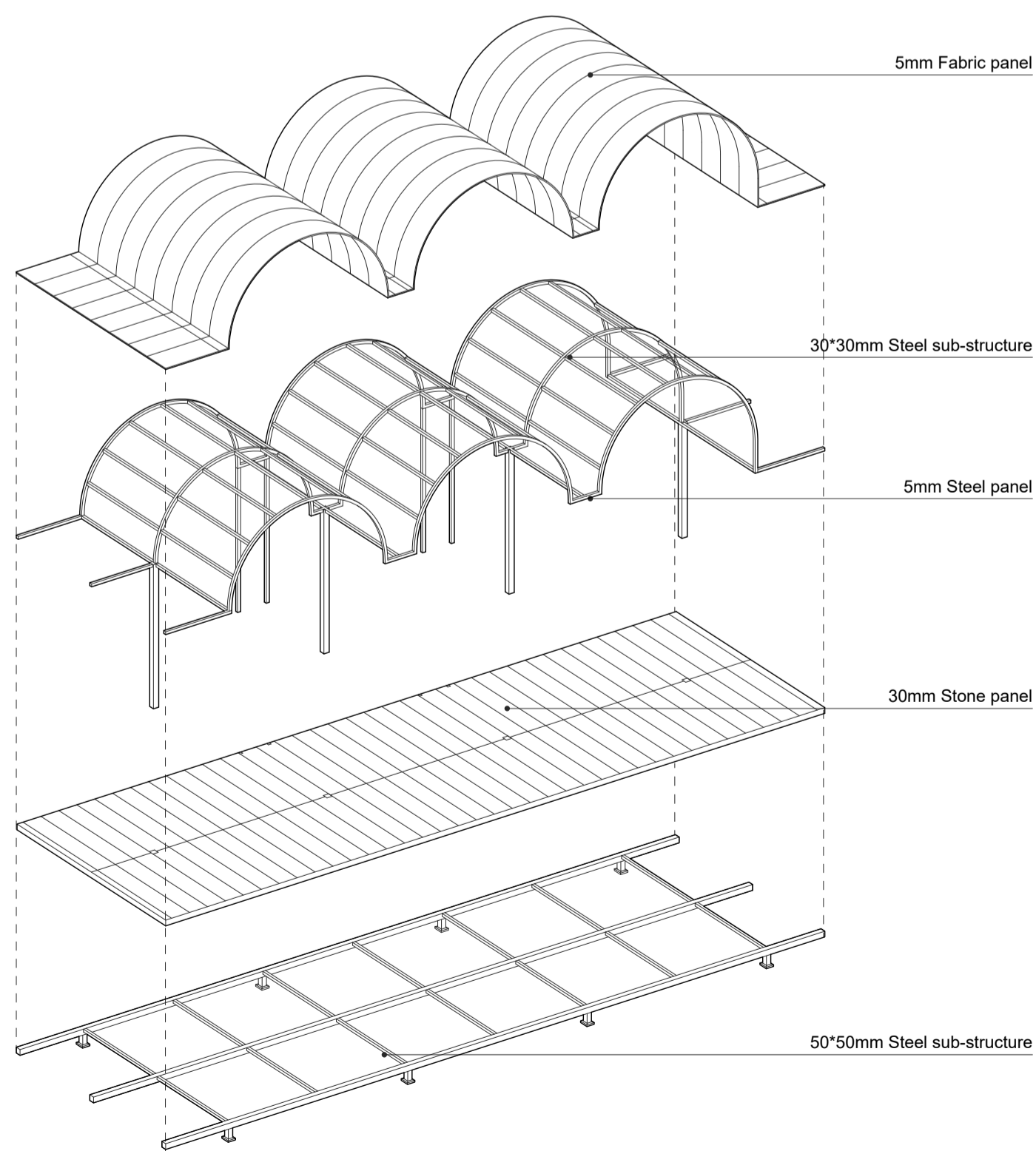
Water-statue pavilion



During the show

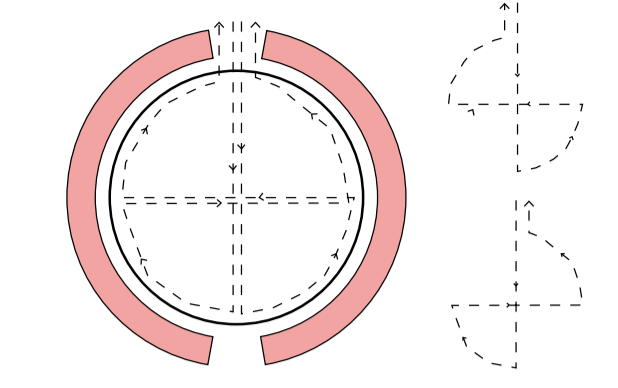


After the show

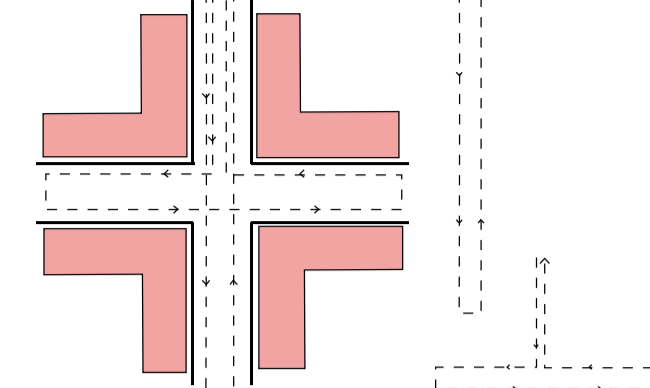


GIVENCHY | The flow of model and audience

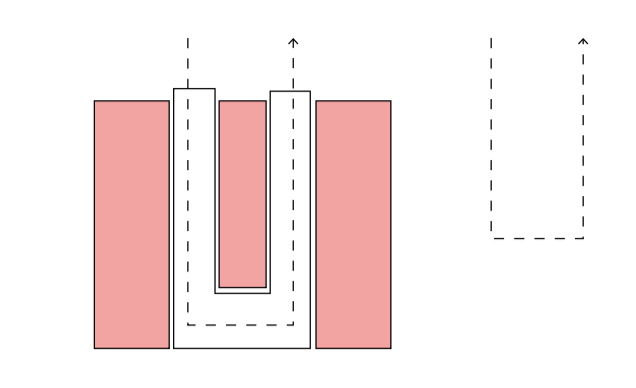
GIVENCHY | Spring Summer 2022 RTW Show



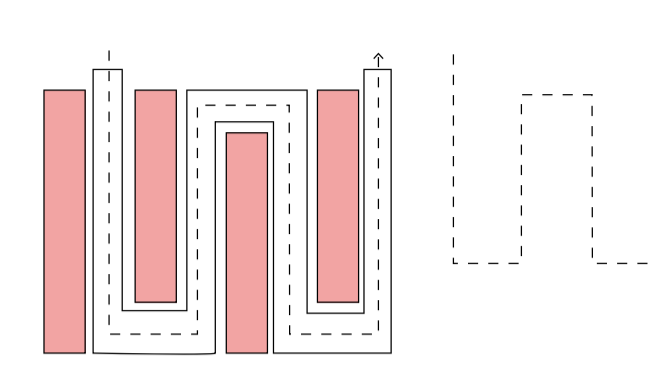
GIVENCHY | Spring Summer 2022 RTW Show



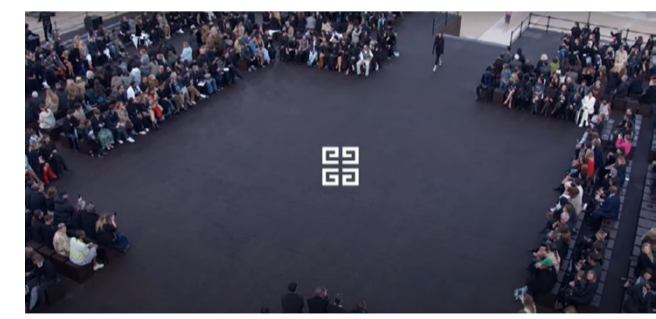
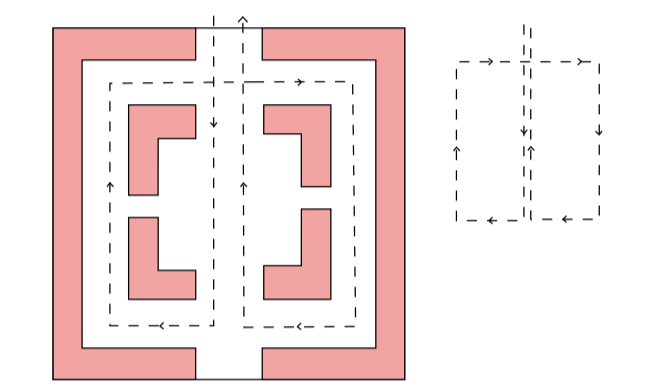
GIVENCHY | Fall/Winter 2023 Men's Ready-to-wear and Accessories Collection



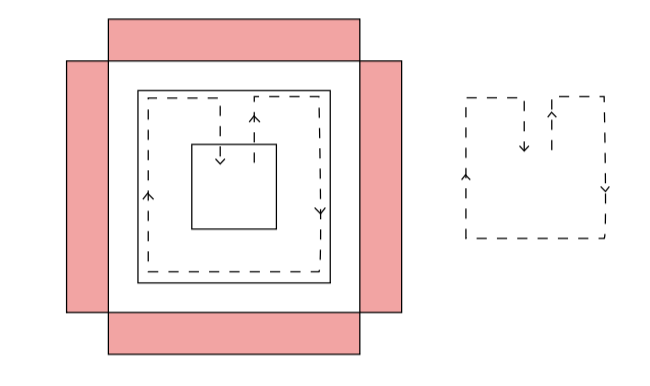
GIVENCHY | Winter 2023 Women Show



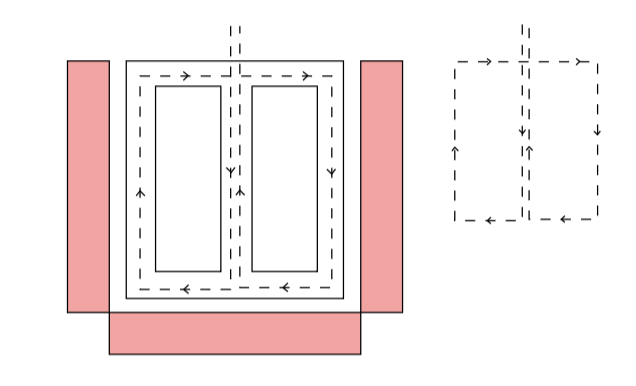
GIVENCHY | Women's Spring Summer 2023 RTW Show



GIVENCHY | Men's Spring Summer 2023 RTW Show



GIVENCHY | Haute Couture Fall Winter 2018/2019 Full Show



GIVENCHY | Spring Summer 2020 Men's RTW Show x Pitti

